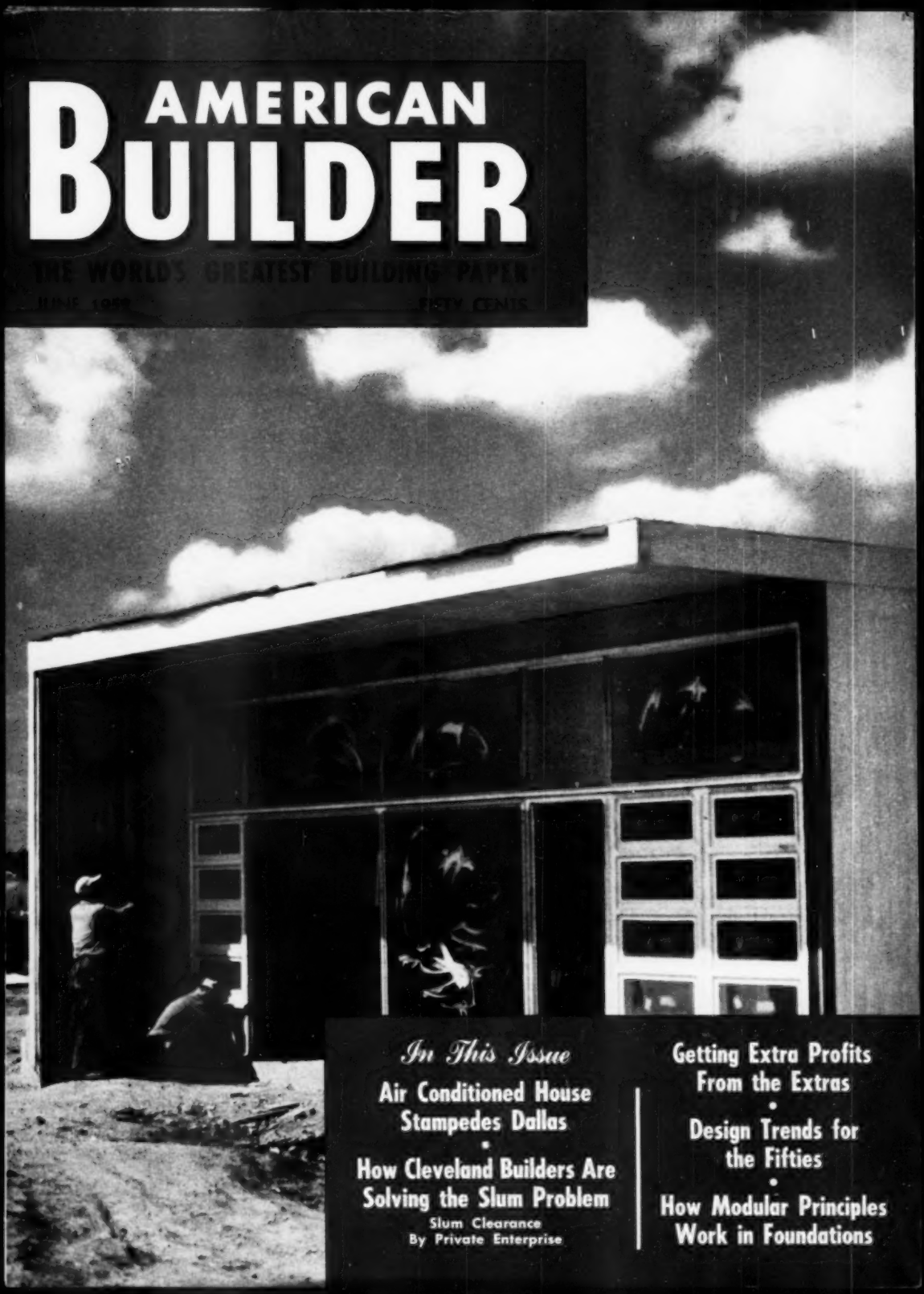
AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER
JUNE 1950 FIFTY CENTS



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How Cleveland Builders Are Solving the Slum Problem
Slum Clearance By Private Enterprise

Getting Extra Profits From the Extras

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How Modular Principles Work in Foundations

see

newest

time saver

* *adjustable strike*

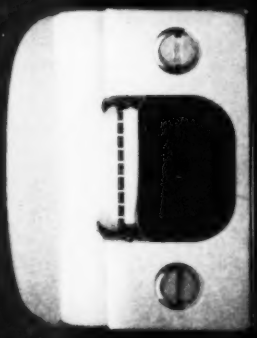
a simple device now makes it possible to move the opening which receives the latchbolt 1/8" *without* cutting new mortise.

Loosen the screws slightly and the pressure of a fingertip compensates for door warping, added layers of paint and other causes of faulty alignment.

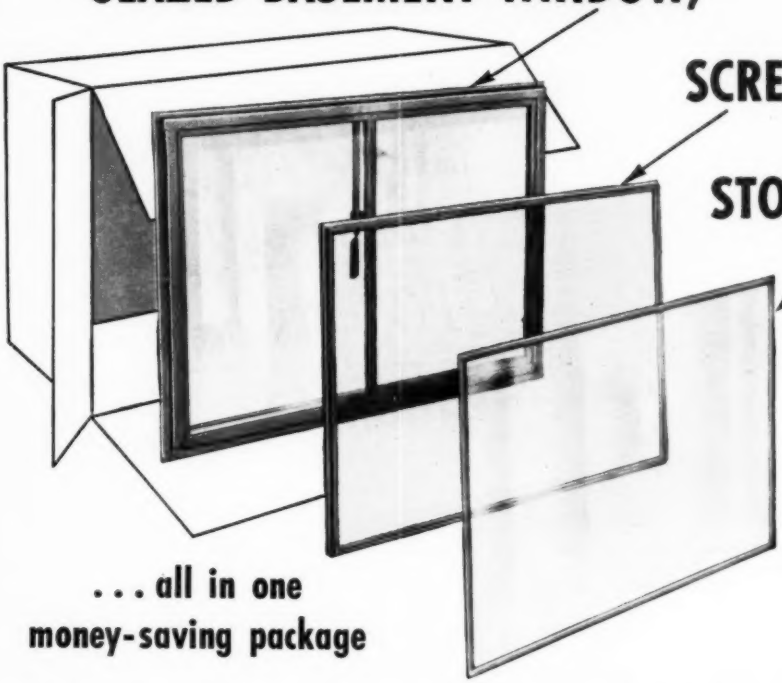
See the latest kwikset time and money saver—your jobber has it now.

sales and service company, anaheim, california

* OPTIONAL AT NO EXTRA COST



GLAZED BASEMENT WINDOW,



. . . all in one money-saving package

NOW AVAILABLE GALVANIZED!

Fenestra* Packaged Basement Windows come already glazed and complete with Screens and Storm Sash—all packed in a protective easy-to-handle carton. Protected on the site . . . no loose parts to handle or lose.

All the modern Basement Window features are here. Strong steel construction. Vermin-proof, leak-proof, weathertight. Easy to operate . . . lever action, no hinges to get out of order. Opens in from top for protected ventilation. Locks tight. Vent easily removed—from inside only.

Fenestra Basement Windows are available three ways

1. **Package A**—as illustrated.
2. **Package B**—Glazed Basement Window, with screen only, in carton.
3. **Unglazed Basement Window**—screen and storm sash also available separately.

All are available in three popular, two-light sizes: 15" x 12", 15" x 16", 15" x 20".

Also check on Fenestra Utility Windows for garages, shops, dairy barns, building areaways, etc. Sizes: 2'9⅛" wide by 3'6⅝" high. Construction and quality features same as Fenestra Basement Windows. Package "A" has Glazed Utility Window with screen, plus Vent Side Guards. Package "B" has Glazed Utility Window with screen only. Also available: Unglazed Utility Window—screen and side guards available separately also.

For further information, call your Fenestra Representative. Or write Detroit Steel Products Company, Dept. AB-6, 2260 East Grand Boulevard, Detroit 11, Michigan.

Fenestra 3 IN 1 METAL BASEMENT WINDOW UNIT

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memo from a leading apartment builder...

"KELVINATOR helps sell projects before building begins-"

Jack Match, *President of Harthel Construction Corp.*

"Nowadays we have to sell 90% of a new cooperative apartment building before ground is broken," says Jack Match, one of the most successful builders in the Brooklyn-Long Island area. "People buy sight unseen . . . specifications, sketches, and plans are their only guides. That's where a name like Kelvinator in the specs works for you. People know it . . . have confidence in it. Many have been Kelvinator owners, and are very familiar with Kelvinator trouble-free service and dependability.

"I know Kelvinator helped sell out our new Harry Silver Project when it was still in its blueprints. When this project is finished sometime this summer, 288 families will move into three modern, six-story buildings . . . and each will have a new Kelvinator. I know they'll like its many up-to-the-minute conveniences and good looks. And my many years' experience with this same refrigerator has proved to me that Kelvinator upkeep amounts to practically nothing."

Make Kelvinator one of the big selling features of *your* projects. For detailed information, write Dept. AB-6, Kelvinator, Division of Nash-Kelvinator Corporation, Detroit 32, Michigan.

Harry Silver Apartments, Brooklyn, New York
Architect: Morris Rothstein & Sons

288 COOPERATIVE APARTMENTS

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REFRIGERATORS, RANGES, HOME FREEZERS, WATER HEATERS, DEHUMIDIFIERS... ***Electric, of course!***

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"Thanks for helping us sell

Meet Mr. L. D. Paschal **and Mr. J. W. D. Paschal** **of Louisville, Ky.**

They erected a model home with a G-E Kitchen-Laundry and immediately sold 40 houses.

Here they are calling back on one of the buyers of their Yorkshire Homes after she had lived in it for six months.

"My wonderful G-E Dishwasher and Disposall® saves me at least two hours a day, Mr. Paschal. There's no garbage for me to carry out. I just wash it away . . . and I do the day's dishes once, after the evening meal. No dishes for hubby to *dry*, either!

"Along with the many extra conveniences there's plenty of space for bottle storage in our G-E Refrigerator—which is quite important when you have a nine-month-old baby boy. We're never cramped for storage space. There's room for everything—even on week ends!

Building low-cost homes? Here's a tip for you.

EVEN UNDER TODAY'S rigid credit restrictions, and higher down-payments, a low-income family can afford a General Electric Kitchen-Laundry.

You can include the cost of a General Electric Kitchen-Laundry in the long-term mortgage. It adds as little as $3.50 a month extra in monthly payments.

What one of the brothers found

"Even in times of higher down-payments I find that my houses are sold ahead of my building.

our houses!"

"We're calling to hear what you think of the G-E Kitchen-Laundry, Mrs. Engle," says one of the Paschal brothers. "We want to know whether you are still as enthusiastic about G-E equipment as you were the day you signed up for the house."

"So glad you dropped by. I'll be glad to give you my reactions," says Mrs. Engle.

"I used to cook with gas, Mr. Paschal, so I feel I can't praise my General Electric Range enough. It's so very much cleaner, and there's no odor from the units. Not only does it cook fast, but the oven is cool even in the middle of summer.

"I wash just about every day of the week, but it takes no time to speak of because I just put the clothes in my G-E Washer and G-E Dryer and they come out so fluffy and smell oh-so-good. Mr. Paschal, I want you to know that I'm *sincerely* pleased with my G-E equipped home!"

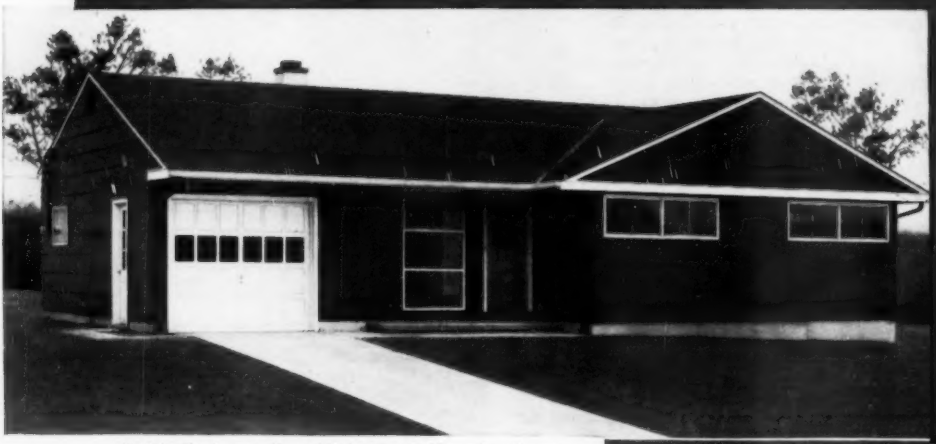
"There is no question in my mind but that the G-E Kitchen-Laundry is one of the *best* selling features a builder can put in his houses.

"These are two reasons why I chose General Electric. The first being their leading national acceptance and the second because they could furnish all the appliances to make up a kitchen and laundry under one brand name. Thanks for helping us sell our houses!"

Wouldn't it be a good idea for *you* to get in touch with your G-E distributor, or to write to G. E. *now?* General Electric, Co., Louisville 2, Ky.

GENERAL ELECTRIC

The simplicity of dry wall construction with up to 3 times the fire resistance!



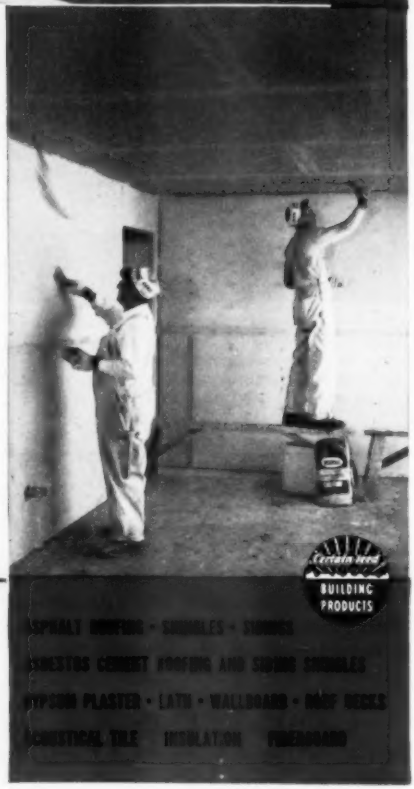
Precision Housing Corp., Parma Heights, Ohio; Architect — Don Kromer

That's FIRESTOP Bestwall — the revolutionary wallboard with a fire rating of up to 1 hour in single-layer application for both walls and ceilings.

Remarkable fire rating is just one reason why new FIRESTOP is already being used extensively for walls and ceilings in housing developments and custom homes throughout America. The ⅜" FIRESTOP, for instance, besides offering 1 hour's fire resistance, has greater strength and sound resistance, gives better all-around performance, than ordinary gypsum wallboards. The ½" FIRESTOP offers 45 minutes' fire resistance and the ⅝" 30 minutes'

Investigate this amazing product. Write for the booklet "Facts about FIRESTOP" today. It contains data and detailed application specifications of this remarkable Certain-teed development.

FIRESTOP *Bestwall is the one and only wallboard carrying the mark of Underwriters Laboratories* UL *Re-examination Service.*



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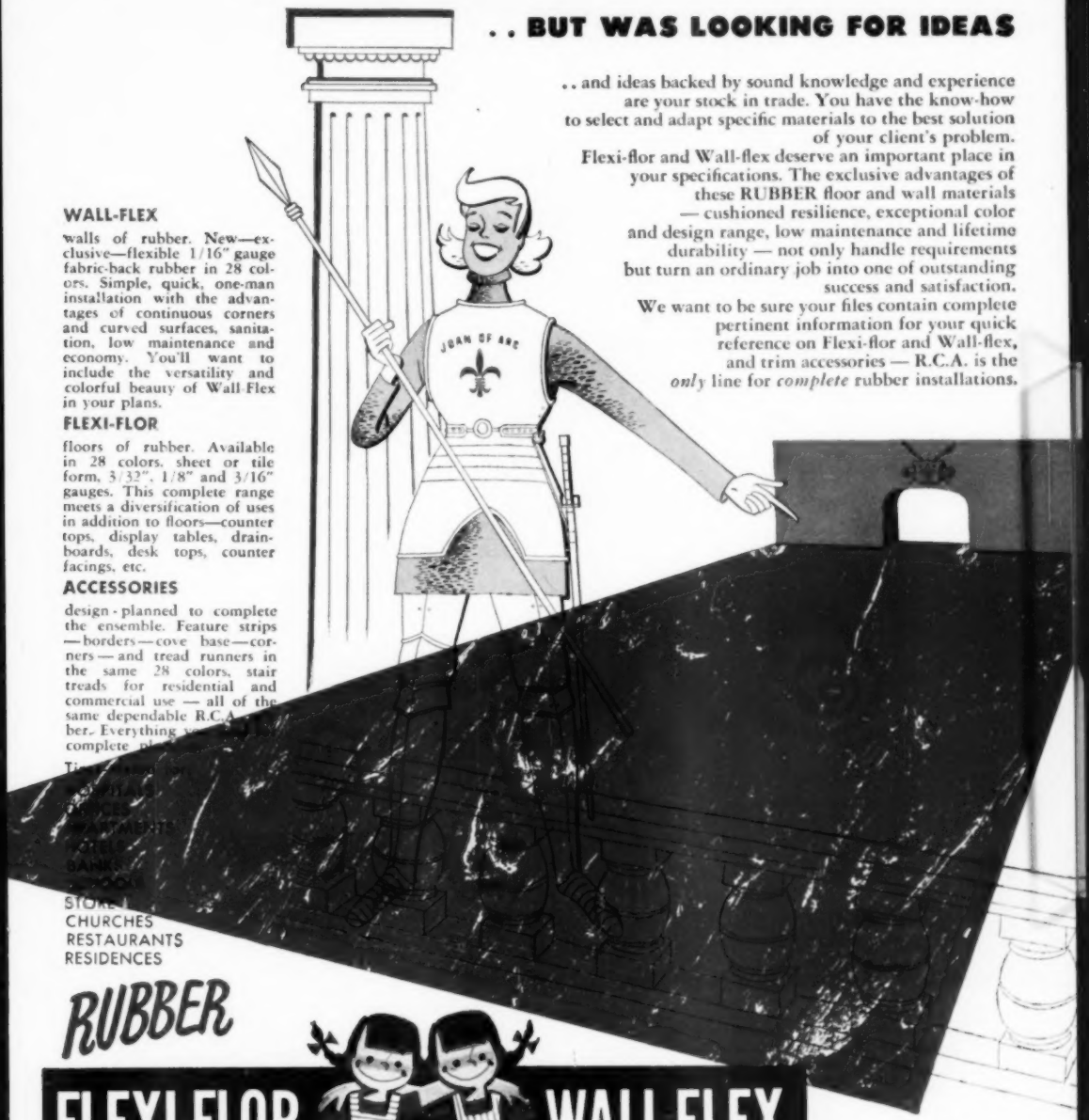
. . BUT WAS LOOKING FOR IDEAS

. . and ideas backed by sound knowledge and experience are your stock in trade. You have the know-how to select and adapt specific materials to the best solution of your client's problem.

Flexi-flor and Wall-flex deserve an important place in your specifications. The exclusive advantages of these RUBBER floor and wall materials — cushioned resilience, exceptional color and design range, low maintenance and lifetime durability — not only handle requirements but turn an ordinary job into one of outstanding success and satisfaction.

We want to be sure your files contain complete pertinent information for your quick reference on Flexi-flor and Wall-flex, and trim accessories — R.C.A. is the *only* line for *complete* rubber installations.



WALL-FLEX

walls of rubber. New—exclusive—flexible 1/16" gauge fabric-back rubber in 28 colors. Simple, quick, one-man installation with the advantages of continuous corners and curved surfaces, sanitation, low maintenance and economy. You'll want to include the versatility and colorful beauty of Wall-Flex in your plans.

FLEXI-FLOR

floors of rubber. Available in 28 colors, sheet or tile form, 3/32", 1/8" and 3/16" gauges. This complete range meets a diversification of uses in addition to floors—counter tops, display tables, drainboards, desk tops, counter facings, etc.

ACCESSORIES

design-planned to complete the ensemble. Feature strips —borders—cove base—corners—and tread runners in the same 28 colors, stair treads for residential and commercial use — all of the same dependable R.C.A. [illegible] ber. Everything [illegible] complete [illegible]

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STORES
CHURCHES
RESTAURANTS
RESIDENCES

RUBBER

FLEXI FLOR — FLOORS of RUBBER

WALL FLEX — WALLS of RUBBER

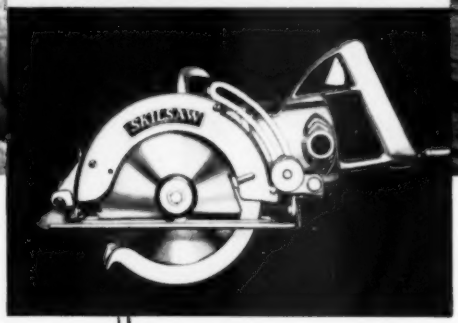
"the more we're together . . the happier you'll be"

CONSULT SWEET'S Architectural File — or write for full color brochure, samples and installation folder.

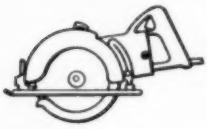
R·C·A

THE R. C. A. RUBBER COMPANY 1843 E. MARKET STREET AKRON 5, OHIO

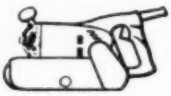
J. W. Dossett praises SKIL performance, saying, "SKIL Saw is the easiest to use because of its balance, weight and power. Just an easy straight line motion because you see the guiding notch and blade while standing in a *natural* working position."



SKIL Saw Model 77—One of 10 SKIL models. 7¼" saw with full base adjustments for 0" to 2⅜" vertical depth of cut; 0° to 45° bevel adjustment; 1¾" depth of cut at 45°. Speed: 3200 r.p.m. no-load. Overall length: 17¼". Weight: 15¾ pounds.



SKIL Saw



SKIL Belt Sander

SKIL Drill

SKIL Disc Sander

"One SKIL Saw and six men frame one house per day!"

—says **H. B. Smith,** owner of
H. B. Smith Contractor, Dallas, Texas

"Only with SKIL Saws could we *possibly* maintain our present building rate of 250 houses per year," says this Dallas contractor. A SKIL Saw user since 1939, Smith adds, "We have 15 SKIL Saws at work on our present project. I have 8 saws on the framing work and each one keeps a six-man crew *busy!* My men put out *more* work with *less* effort using SKIL Saws."

Faster, More Accurate Work Because You Can See the Cut with a SKIL Saw!

Wilson Smith uses the model 77 SKIL Saw to cut a jack rafter. He says, "Jack rafter cuts are easier, more accurate with a SKIL Saw because you can see the line of cut. You can always see the blade, and that's *all-important!*"

SEE YOUR DISTRIBUTOR FOR COMPLETE INFORMATION OR CALL YOUR NEAREST SKILSAW FACTORY BRANCH

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SKIL Products are made only by SKILSAW, Inc.
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Bundyweld ceiling radiant heating installation in Detroit, Michigan. Bundyweld Tubing is leakproof, has high bursting strength. It's smooth and clean inside and out, transmits heat quickly.

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Bundyweld is the only tubing double-walled from a single strip. It's steel, copper-coated inside and out. It gives finest radiant heating performance, with savings up to 50% on material costs and installation time.

Standard 20' or 24' lengths of Bundyweld are easily formed into coils in shop or on job site. Expanded ends (furnished when specified) are quickly soldered into leakproof union. Joined, lightweight coils are easily mounted onto ceiling, quickly plastered over.

Put your houses years ahead with today's fastest-growing, most advanced heating method.

Thousands of home owners living with Bundyweld ceiling radiant heating will hear of nothing else. They're sold on its unique comfort, convenience, economy, freedom from dirt.

Thousands who read Bundy's ads in *Better Homes & Gardens* and *American Home* send in coupons for literature, write in for names of builders and architects handling Bundyweld ceiling radiant heating. Many of these people are ready prospects for you.

Take advantage of this ready-made, rapidly expanding market. Move out ahead of your competition. Send coupon for details on Bundyweld ceiling radiant heating and on Bundyweld Tubing.

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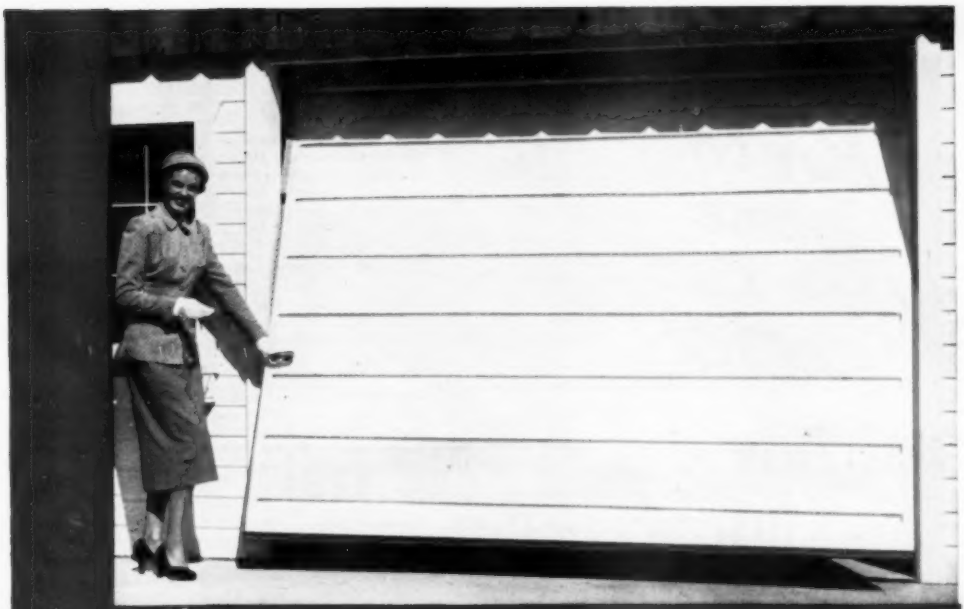
Bundyweld
ceiling radiant heating

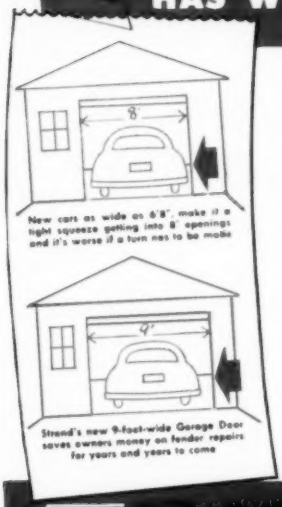
Radiant Heating Division, Dept. AB-752
Bundy Tubing Company, Detroit 14, Michigan

☐ Send me free 20-page nontechnical brochure explaining Bundyweld ceiling radiant heating clearly and fully.
☐ Send me Bundy technical radiant heating pamphlet.

Name _____ Title _____
Company _____
Address _____
City _____ Zone ____ State _____



Why STRAND'S NEW, 9-FOOT DOOR HAS WON NATIONWIDE POPULARITY



Strand's new 9′ x 7′ Receding (track-type) door meets the big need for a handsome, durable, low-priced door for wider garage openings—to accommodate today's *wider* cars! So—it isn't surprising that this door has met *immediate, national* acceptance. Builders have been quick to see how they can give their customers tremendously greater value.

The cost of this larger 9-foot door (over a door only 8 feet wide) is negligible—factory list price is only $5.50 more.

Strand's horizontal lines add new beauty to the garage. Rugged new X-type steel bracing adds to the great strength and rigidity of the one-piece all-steel door leaf. Strand doors are galvannealed—with a heavy galvanized zinc coat for rust protection—oxidized to provide an excellent base for paint; no priming coat needed.

The one-piece door leaf eliminates time wasted in field assembly of doors. Hardware, too, is factory assembled and packaged—and installed with simple tools. You save *plenty* of time on installation.

Strand doors cost you less—the logical result of standardizing big volume production. Strand doors are available in the following types and sizes:

8′ x 7′ Receding (track) and Canopy
9′ x 7′ Receding (track) and Canopy
16′ x 7′ Receding (track) only.

Order from your dealer, or mail coupon for information and dealer's name.

STRAND
GARAGE DOORS

STRAND GARAGE DOOR DIVISION
Detroit Steel Products Company
Dept. AB-6, 2242 E. Grand Blvd.
Detroit 11, Michigan

☐ Please send me full information about Strand All-Steel Galvannealed Garage Doors.

I am a ☐ Builder ☐ Dealer ☐ Other

Name_____

Address_____

City_____ Zone____ State_____

CHEVROLET Advance-Design TRUCKS

Buy on these plain, hard FACTS!

CHEVROLET first in demand in value in sales

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COSTS LESS TO BUY

Payload pound for payload pound, a Chevrolet truck *lists for less* than any other truck with the qualifications to handle your job. As the world's largest manufacturer of trucks, Chevrolet takes advantage of production economies to pass substantial savings on to you!

Fact No. 2

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Chevrolet trucks save you money over the miles with great proved features that cut costs. Valve-in-Head economy, rugged Hypoid rear axles, extra-sturdy channel-type frames and Flexi-Mounted cabs, Ball-Gear Steering, Synchro-Mesh Transmission.

Fact No. 3

RIGHT TRUCK FOR EVERY LOAD

Your first interest in a truck is: "How well will it do the job?" That's where Chevrolet trucks have it, because they're factory-matched to the payload—tires, axles, frame, springs, engine, transmission, brakes. You get as much truck as your job calls for.

Fact No. 4

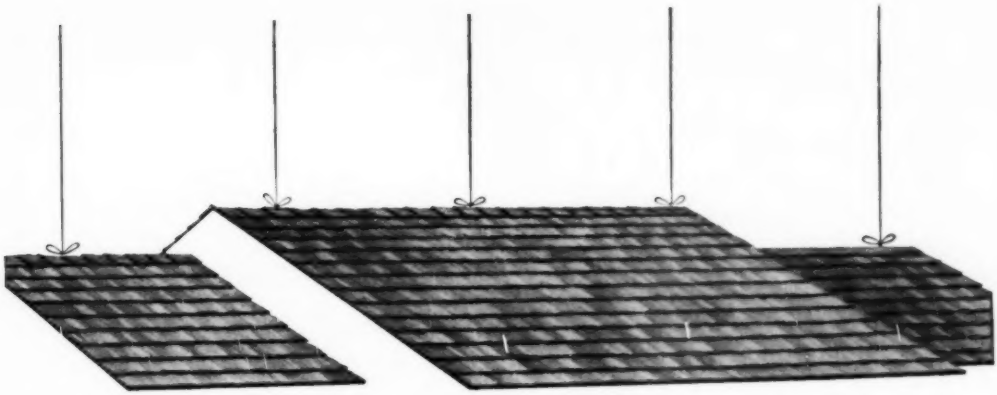
KEEPS ITS VALUE LONGER

Chevrolet trucks traditionally keep their value longer to bring higher used truck prices, year after year, at trade-in time. That means real, substantial dollar-and-cents savings when you wish to replace your present truck with a new one.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTI-PANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



Roofs don't just hang from the sky . . .

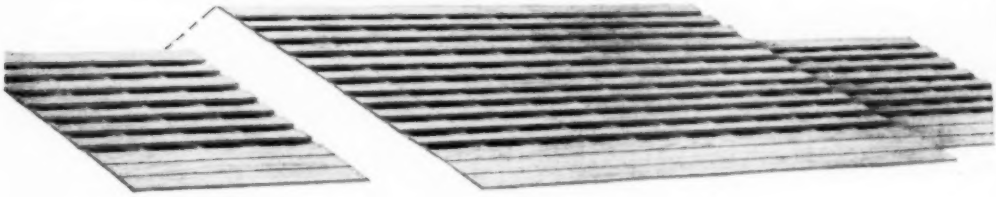


Figure your sheathing costs and you'll choose

Certigrade Cedar Shingles

What goes *under* the roof may determine the true cost of the *material* you select for roofing. The roof deck, if it must be solid sheathing in order to support the covering material, will cost about twice as much as spaced sheathing recommended for red cedar shingles.

You see, cedar shingles, because of their natural strength and rigidity, "bridge the gap" between spaced sheathing boards. Wood shingles constitute the only form of roof covering that actually *adds* to the strength of the roof section. You'll find, if you figure your costs accurately, that the saving you can make by using spaced sheathing with Certigrade red cedar shingles, will more than make up for the slight premium you may occasionally have to pay for the extra quality, extra beauty and long life you always get when you build with cedar.

Homes roofed with red cedar shingles look finer, sell faster . . . give the builder a better reputation, more customer satisfaction. Savings on spaced sheathing make roofs of cedar economical, too.

RED CEDAR SHINGLE BUREAU

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You'll see why when you check the performance-proven features of Auto-Lok Windows against the claims of any other window...you'll see why AUTO-LOK! is the one practical choice...

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SEALS LIKE A REFRIGERATOR... patented, self-locking mechanism automatically seals window closed.

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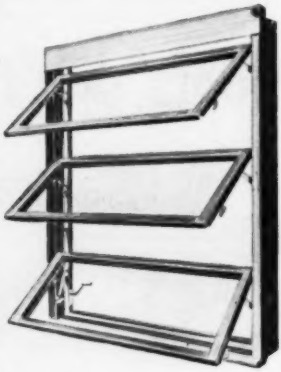

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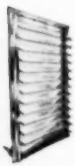

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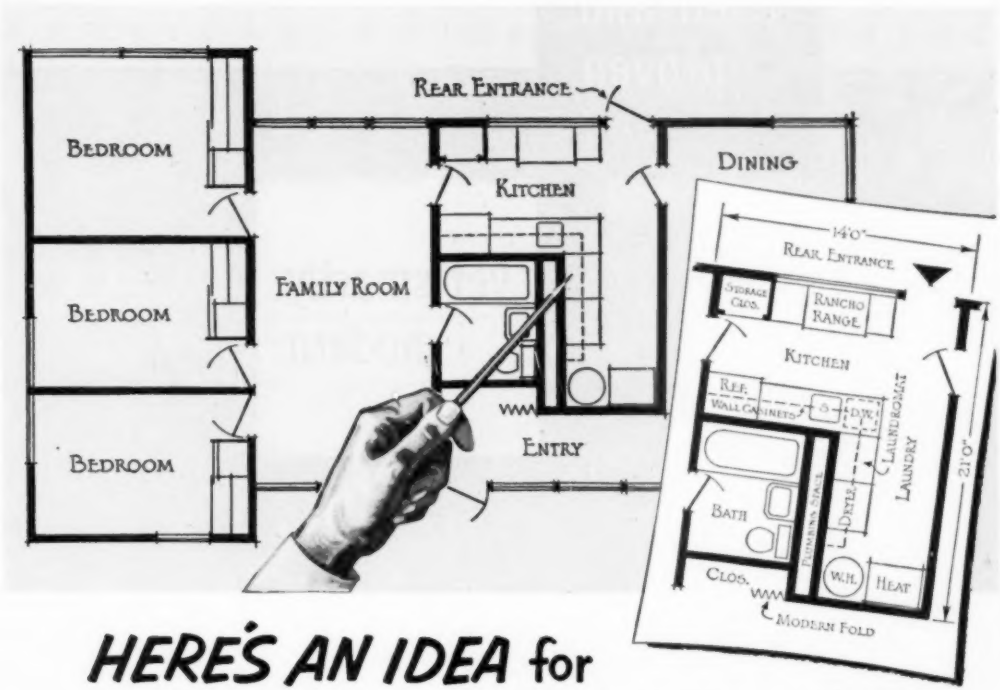

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For greatest economy and efficiency, the appliances required for truly modern living, should be PLANNED into the home while it is still on the drawing board.

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Send for your copy of the Westinghouse Appliance catalog mentioned in the coupon below. Learn for yourself why Westinghouse Appliances are preferred by millions of homeowners, *specified* by leading architects and builders everywhere.

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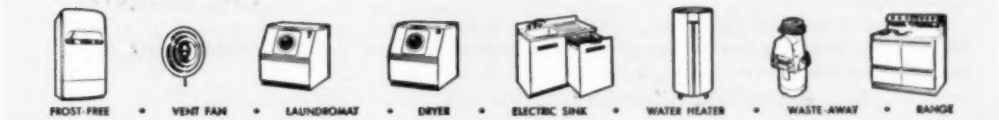

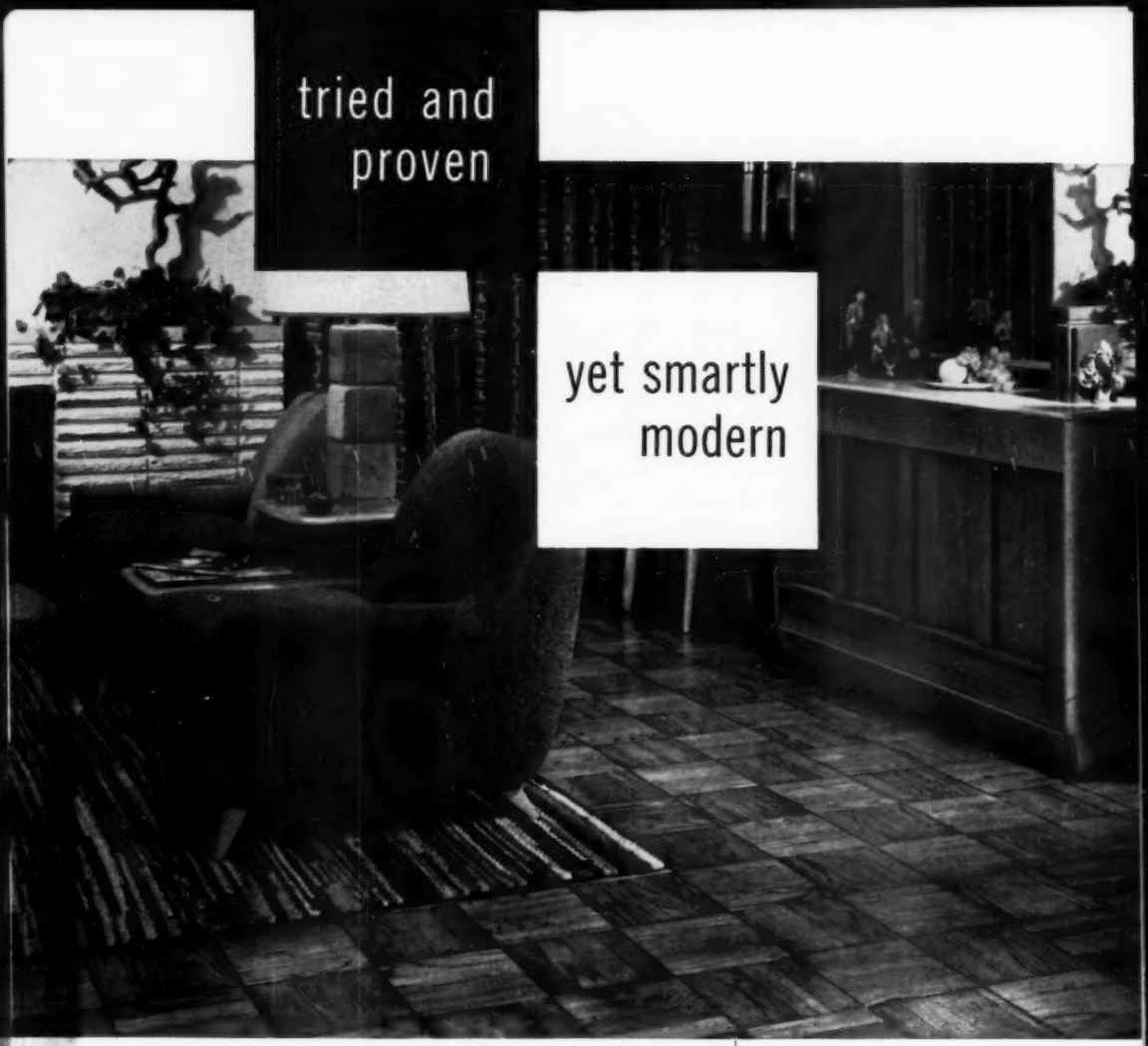

WHAT would you consider an ideal floor for modern homes? Wouldn't it be one that has been tried and proven over the years, yet is fresh and modern in design. One that combines traditional charm with smart, distinctive styling. One that gives a home that sought-after "different look" yet will retain its appeal for a lifetime. One that can be installed over concrete or wood, requires no sanding and finishing on the job.

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It's naturally beautiful!

Regulation on the Way Out

IT IS ALTOGETHER possible that by the time this appears in print, Regulation X will have been rescinded or at least so modified that middle and high cost houses will again have the green light. In any event it is only a matter of a short time until "X" will be erased or altered.

Since last autumn this magazine has been of the firm belief that all credit regulations and many restrictions not allegedly tied in with credit would disappear at some strategic time before or shortly after the major party nominating conventions. The reason is that regardless of the needs for or merits of Regulation X and Regulation W, the only hope of election the fair deal candidates will have is a climate of high wages and free spending. Wages are already high, and in spite or because of WSB, they are going higher. There may have been economic reasons for the imposition of credit restrictions last year, but there can be no question that with an eye on the elections of next fall, there were excellent political reasons.

Regulation W is already gone, and installment sellers are again setting their own terms of low down payments and long payment periods. If these practices were harmful a year ago, they still are, because there has been no diminution of danger from inflation. Exactly the same thing can be said of Regulation X. With "W" gone and "X" gone or on the way out, the only explanation possible is political expediency. What will happen with regard to re-imposing either or both restrictions after the elections of next November will depend entirely on the outcome of the elections.

There is an interesting similarity between these post-World War II years and the decade and a half that followed World War I. During the latter we were engaged in an attempt to legislate public drinking habits. The results were gangsterism, corruption of local political bodies, inferior and poisonous but plentiful liquor supplies, and widespread moral degeneration.

Now, following World War II we are engaged in an attempt to legislate the operation of the natural laws of supply and demand. The results are beginning to be evident. They are ruinous government spending, discouragement of individual initiative, disruption of production and distribution, disrespect for constituted authority, and individual irresponsibility. That mentions only a few.

It is time the public learned that if it wishes freedom, opportunity, continuing prosperity and advancement it must take back from government the power to control individual lives. A good start can be made by demanding that credit regulations once gone shall never return.

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AB Washington News Letter

For the Light Construction Industry

A special service for American Builder readers. The latest Washington developments affecting the light construction industry assembled by special Washington correspondent and sent by wire to be printed and bound in your American Builder at the last minute before it is mailed. A regular monthly feature.

Washington, May 23, 1952

▶ THE HOMEBUILDING INDUSTRY faces a more optimistic outlook, controls-wise than at any time since the Korean war began. Everything points to a continuing ease-up on materials, credit restrictions and mortgage money in the months just ahead. Government spokesmen are freely predicting another million-start year, and barring some new international crisis, the light construction industry won't be far off its 1951 pace.

▶ CONGRESS IS WORKING ON NEW LEGISLATION that will put FNMA squarely into the defense housing picture. The Senate Banking Committee has cleared a bill to give Fannie May new pre-commitment authority of $900,000,000 for defense and disaster housing. If the bill gets through Congress in this form it should bring an end to the mortgage problem which has hamstrung builders in defense areas.

▶ NPA KEEPS TALKING about "relaxed controls" on steel and aluminum. If a steel strike is finally avoided, all evidence indicates the latter part of the year will find virtually no controls over these two metals. Copper will continue tight, the agency says.

▶ CREDIT CONTROLS have started to slip. Early in May the Federal Reserve Board dropped its Regulation W (consumer credit) entirely. It also suspended its voluntary credit restraint program. The pressure is on to have the board do the same with Regulation X, its control on real estate credit.

▶ IT'S "QUITE POSSIBLE" the board will do something soon. The first maneuver will be some relaxation in the upper price range. HHFA Administrator Foley agrees the regulation "bears down heavily" on higher priced housing, and he reports the reserve board and his own agency have the matter under "continuous study." But he doesn't think the regulation will be suspended entirely in the immediate future.

▶ SAVINGS BY PRIVATE INDIVIDUALS continue at a high rate. Among other things, this flow of money into savings institutions helps provide for more residential mortgage financing. Government housing experts point to this as another sign of an easier mortgage situation. They are confident that by the end of this year there will be a "greatly improved" private secondary market.

▶ OTHER BRIGHT SPOTS in the mortgage picture: The housing bill approved by the Senate Banking Committee would increase FHA's authority to insure home mortgages by $400,000,000.

▶ NEW PRE-COMMITMENT AUTHORITY for FNMA would also result in the release of about $360,000,000 for over-the-counter purchases of FHA and VA mortgages. This money has been tied up in a "set-aside" fund to cover defense housing requirements; and it would no longer be required for that purpose.

▶ CONTINUED STRENGTH OF DEMAND in the housing market is another optimistic note. A Federal Reserve Board study on consumer plans for spending and saving turned up this conclusion: "The number of consumers expressing fairly definite intentions to buy houses (new and existing) in the coming year are about the same as a year earlier."

▶ PRESIDENT TRUMAN, in a message to the National Savings and Loan League annual convention, said homebuilders probably will build a million units this year, even with the limits imposed by the defense program. The President's message said that as time goes on we shall be able to push on with home construction "at an even higher rate." (Housing starts in the first four months of this year totaled 347,900).

▶ BUT A MILLION STARTS this year won't be an automatic solution to all problems, according to Mr. Foley. He sees some "very definite" distribution ailments, and says there is still a need for increased production of "modest and low-priced units," especially for larger families.

▶ A BATTLE ON PUBLIC HOUSING is shaping up in the Senate. The House has appropriated funds for 5,000 starts in fiscal 1953, as against a budget request for 75,000. Public housing groups favoring the full amount are hammering away at the theme that 75,000 units are "highly essential" because "the cost of producing housing remains too high for many families."

▶ SOME MAJOR CHANGES are in store on CMP regulations governing homebuilding and other construction. Beginning July 1, NPA plans to let home builders self-authorize 1,500 pounds of new domestic structural shapes and 250 pounds of aluminum per unit. This will be in addition to present allowances of steel and copper, and it will mean a substantial change in order M-100.

▶ CMP REG. 6, which governs construction other than homebuilding, will likewise be changed. General commercial construction will get a real boost: Effective October 1, NPA plans to allow self-authorization of 25 tons of carbon steel, 750 pounds of copper, and 1,000 pounds of aluminum. There will be no limit on how much of the carbon steel can be structural shapes.

▶ SELF-CERTIFICATION will also be extended to "frivolous" construction (recreation and amusement) for the first time. This change, effective July 1, will lift a ban that has been in effect on this type construction since October 1950. Builders will be permitted to self-authorize each quarter the following amounts per project: Five tons of carbon steel (including no more than two tons of structural shapes), 200 pounds of copper, and 250 pounds of aluminum.

▶ THESE CHANGES ARE STILL IN THE "TALK" STAGE. NPA will discuss them with the Construction Industry Advisory Committee on May 28. Further changes are possible. The whole plan would be promptly junked should anything occur to alter the supply of copper, aluminum or steel.

▶ THAT NEW OMNIBUS HOUSING BILL in the Senate (S.3066) has the support of HHFA. Generally, the National Association of Home Builders also favors the legislation. The latter group does oppose a provision authorizing more public defense housing. It also wants to remove some of the restrictions which the new legislation would impose on FNMA.

▶ THE BILL, as cleared by the committee, would increase authority for government-built defense housing (Title III) from $50,000,000 to $100,000,000. Another provision in the bill would add $40,000,000 in new authority for defense area community facilities. These provisions establish "authority" only; the money to carry out this authority would have to be appropriated separately.

▶ TESTIFYING ON THE NEED FOR MORE FNMA pre-commitment authority, Mr. Foley had this to say: "We are faced with the fact that if our badly needed defense housing is to be speedily provided by private builders there is no other available alternative to the use of advance commitments. Much of this housing has already been delayed too long, and there is no prospect of the mortgage market changing in sufficient time and to such an extent as to make an adequate supply of mortgage funds available to meet defense needs promptly."

▶ ONE INTERESTING POINT on this Senate bill is that no similar legislation has yet been introduced on the House side. As a rule, such bills are introduced simultaneously on both sides. This may mean trouble when and if the present bill clears the Senate. But the feeling here is that Congress will approve the added pre-commitment authority for FNMA, if nothing more. It's election year, and too many groups are backing this provision.

▶ THE PRESENT CEILING on FHA and VA interest rates isn't going to change. Top men in both agencies agree on this point. Instead, the VA sees "trends" shaping up that will provide ample 4 per cent money in most areas, while FHA finds "multiplying signs" that its present rate "will be efective." Lenders argue that an increase in these rates would solve the entire mortgage problem, and would make it unnecessary for Congress to give FNMA more pre-commitment authority.

▶ APRIL HOUSING STARTS are estimated at 108,000, a 12 per cent increase over April of last year. The Bureau of Labor Statistics, which prepares the monthly estimate, said 98,500 of the April starts were private and the remainder public units. The four-month total of 347,900 starts this year compares with 356,500 in the same period last year.

TRENDS *in the Building Field*

The "Post-Defense" Outlook

ECONOMISTS are beginning to ask about the "Post-Defense Outlook." The National Industrial Conference Board called a panel of distinguished experts last month to discuss the question. Much attention was given to housing. One expert thought that the post-defense period would begin well after 1954. He thinks that a prominent factor in the total domestic demand as defense needs taper off will be a new housing boom. This new boom will be spurred by urban redevelopment, migration, and a natural population increase.

ANOTHER ECONOMIST said: "Since the census was taken in April 1950, the population of this country has increased about 5 million. Putting it another way, we have added a city the size of the whole metropolitan area of Los Angeles to the population of the United States in these twenty months. In absolute terms, these are the fastest, the largest increases in population that this country has ever experienced. This increase is due to the presently rising birth rate. But this economist also points out the fact that the number of marriages will be at a mimumum rate because of the low birth rates in the early 1930's. The persons who were eighteen years old in 1951 were born in 1933, which was the low point in total births during that period.

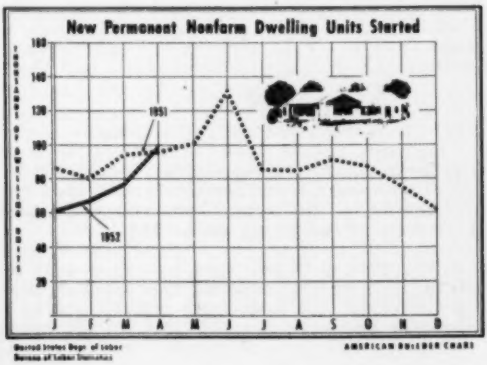
Another expert was asked to make an estimate of the increase in family formation for the next five years. This is of primary importance so far as the residential building industry is concerned. He thought that compared with the 1950 figure of 1,600,000 it would not drop as low as 500,000 but would probably run between 650,000 and 750,000 per year.

THE REASON for the removal of Regulation W credit restrictions was the decline of appliance and automobile sales. The increase in bank savings by consumers was an indication that the public was becoming less interested in these consumer durables. Demand for housing on the other hand has continued strong. It is the most durable of consumer goods.

LIFTING OF CONTROLS on commercial building will raise construction dollar volume in the next few months. This has been running about 40 per cent below last year. The modification of Regulation X is certain to bring more customers for new houses. The dollar volume of residential alterations has not been much affected by controls, one way or the other.

PRICE CHANGES. The price of brick has gone up 10 per cent over a year ago. Flooring and furnaces are down 11 and 10 per cent, respectively. The price of most other building materials is unchanged. The average hourly earnings of construction labor is up 8 per cent. The residential construction cost index is up a modest 2 per cent. It is a fact that consumers have more money to buy new houses than a year ago. Weekly earnings in manufacturing were $67.20 in March, 1952 as compared with $64.57 a year ago.

RETAIL LUMBER DEALERS will benefit from the relaxation of controls on commercial building and a pick up in house building. Sales in March were down 12 per cent from a year ago with declines in all regions except the Middle Atlantic and the East North Central.



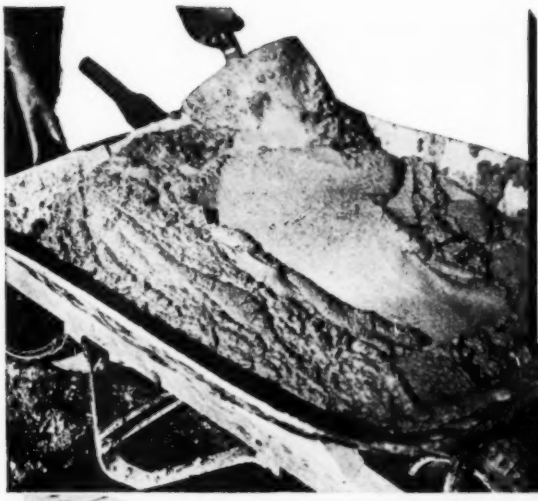
Bureau of Labor Statistics

THE SCORE BOARD

Per Cent Change Compared With Last Year

	Up %	Down %
Dwelling Units Started		
Month of April	+12%	
January through April	+ 2%	
Dollar Volume of Construction (March)		
Dwelling Units		−10%
Residential Alterations	+ 2%	
Industrial	+48%	
Commercial		−38%
Farm		− 4%
Public Construction	+18%	
Total Construction	+ 2%	
Price Changes (April)		
Common Brick	+10%	
Cement	NC*	
Dimension Lumber		− 1%
Flooring		−11%
Doors	NC	
Paint (outside)	+ 1%	
Bathtubs		− 4%
Furnaces		−10%
Asphalt shingles		− 1%
Window Glass	NC	
Nails	NC	
Insulation Board	NC	
Average Hourly Earnings		
Construction Labor (February)	+ 8%	
Construction Cost Index Residences	+ 2%	
Retail Lumber Sales (March)		−12%

*N.C. = No Change



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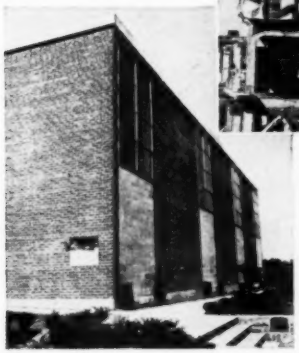
Lone Star Masonry Mortar



● Whether it's brick or block, Lone Star Masonry Mortar helps pay for itself by saving the Masons' time . . . because it is more plastic to begin with, and stays plastic longer.

"Holds its temper like nobody's business," said the Masons on this well-designed School job. "No chopping and retempering on the board . . . works faster and easier . . . sticks to brick or block like a good friend . . . joints easier to tool, makes a neater job."

Result, handsome exterior walls, a delight to the craftsman . . . attractive interior masonry walls, with pleasing texture, requiring no finish.

Economy in construction . . . economy through extra durability and lifelong satisfaction . . . good reasons why Masons ask their supplier for Lone Star Masonry Cement.

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Epson Construction Company uses

***Celotex Insulating Interior Finishes** in new homes, finds*

"...prospect reaction

Epson Construction Company
GENERAL CONTRACTORS
[illegible] DEMPSTER STREET
SKOKIE, ILLINOIS

January 8, 1952

The Celotex Corporation
120 South LaSalle Street
Chicago 3, Illinois

Gentlemen:

Being operative builders, we are continually seeking ways to increase the salability of our homes through the addition of distinctive sales features which give buyers increased value for their money. We believe we have found such a sales feature in Celotex Interior Finishes.

For the recent Chicagoland Homes Festival we completed the Recreation Room of one of our homes with your Ripple Blend Finish Plank and Tile Board. The reaction of prospects to the room was extremely favorable. The warm decorator tones created a friendly atmosphere that turned this room into one of the most attractive parts of the house.

In addition to using Celotex Interior Finishes in Recreation Rooms, we have been using them to finish the "extra" bedroom in our three bedroom homes. Because of the ease of application, the built-in insulation, and the pre-decorated surface of Celotex Interior Finishes, we have been able to deliver "extra value", completely finished, six room houses for little more than if the third bedroom was unfinished.

You can be sure that Celotex Interior Finishes will continue to be made an important sales feature of our houses.

Yours very truly,
EPSON CONSTRUCTION COMPANY
A. J. Epson
A. J. Epson, President

AJE:ke

YES, ALERT BUILDERS all over the country are finishing living rooms, dining rooms, bedrooms and recreation rooms in their new homes with Celotex Insulating Interior Finishes—and profiting handsomely! It's the modern, low-cost way to build unusual, colorful interiors that make your homes more attractive, more salable.

Celotex Insulating Interior Finishes come in a complete range of sizes and colors in Tile Board, Finish Plank, Building Board, Beveled Interior Board, Key Joint Units. They're nationally advertised . . . nationally accepted. For full information, write to The Celotex Corporation, Dept. AB-62, 120 S. LaSalle St., Chicago 3, Ill.

"Different" Interiors Are Easy, Inexpensive with Celotex Insulating Interior Finishes

Add "quick-sale" appeal to your new homes by adding a finished extra bedroom upstairs or down. Costs little with Celotex Insulating Interior Finishes. They insulate as they build. No painting or papering needed—they're pre-decorated!

An almost endless variety of dramatic decorative effects are yours with Celotex Insulating Interior Finishes. Here, for example, contrasting shades of Tile Board combine with Finish Plank to create a living room of remarkable distinction.

extremely favorable"

This beautiful, distinctive home **is typical of many built in the Chicagoland area by the Epson Construction Company. Note how Celotex Finish Plank on walls, and Celotex Tile Board on the ceiling, lend a fresh, friendly charm to the recreation room shown below.**

Any room in the house can be beautifully finished with Celotex Insulating Interior Finishes. This charming dining room illustrates how they create striking interiors that avoid the monotony of ordinary wall and ceiling treatments.

Build Better... Build with Genuine

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T. M. REG.

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APMI

Producers of Sea Swirl, Douglas fir plywood, mahogany faced plywood, Plyron, Handy Panels.

Associated Plywood Mills, Inc.

GENERAL OFFICES: EUGENE, OREGON
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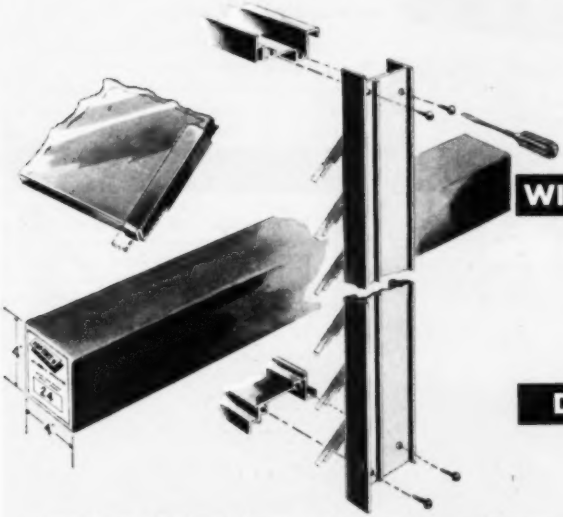
SALES WAREHOUSES: 4268 Utah Street, St. Louis, Mo.; 4814 Bengal Street, Dallas, Texas; 4003 Coyle Street, Houston, Texas; 1026 Jay Street, Charlotte, N. C.; 111 Welborn Street, Greenville, S. C.; 925 Toland Street, San Francisco, Calif.; Eugene, Oregon.

SALES OFFICES: 31 State Street, Boston, Mass.; 1854 Brae Burn Road, Altadena, California.

PRO-TECT-U JALOUSIES *for* BUILDERS DEALERS HOMEOWNERS

GLASS, WOOD, OR ALUMINUM LOUVERS



Pro-Tect-U aluminum frames are especially designed for handling by others and come, packaged as shown, one window to a carton. Assembly is so simple that it can be done with a screwdriver.

Glazing is easily accomplished.

No experience necessary.

This last word in window construction, manufactured by pioneers in the jalousie window field, is ideally suited for porch enclosures or for prime windows.

WINDOWS

When opened, fully 90% of the window area is available for air circulation yet cannot be entered.

Inside screens are easily removable for cleaning glass or for replacing screens with storm sash.

When partially closed, Pro-Tect-U Jalousies resist rain and still provide perfect ventilation.

With heavy glass vanes tightly closed, they become unobstructed picture windows, capable of repelling the severest hurricane-driven rains.

Some of the features exclusive with Pro-Tect-U Glass Jalousie Windows and Doors:

DOORS

Weatherproofing, accomplished by the use of interlocking metal parts at jambs.

Equally distributed closing force transmitted throughout the entire height of the window by means of toggle links which occur every fourth vane.

Closing force adjustable by the use of roller bearing track guides every fourth vane.

PRO-TECT-U GLASS JALOUSIE WINDOWS HAVE CROSSED THE MASON DIXON LINE

for complete information, write

PRO-TECT-U JALOUSIE CORP.
4525 PONCE DE LEON BLVD.
CORAL GABLES 34, FLORIDA

TELEPHONE 67-5681

Let's make 1952 NATIONAL HOME WEEK the greatest ever!

In our opinion, National Home Week does more to sell the idea of modern-home ownership in America than any other single builders' activity.

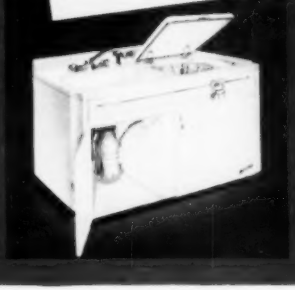
In addition, by showing the latest advances in equipment in their exhibit homes, builders have helped manufacturers considerably in gaining public acceptance.

We who make and sell Youngstown Kitchens are convinced that getting more people to visit exhibit homes will benefit us as well as the builders. Therefore, we are devoting our entire September national magazine advertising schedule to the support of National Home Week.

This year, National Home Week will have the greatest promotional support ever ...and this year, builders of exhibit homes from coast to coast have a chance at more sales than ever before.

We're backing National Home Week with national advertising in Saturday Evening Post, Better Homes and Gardens, Woman's Home Companion, Farm and Ranch, Living for Young Homemakers, Sunset, Christian Herald and Rural Gravure.

Youngstown Kitchens make your homes modern today, . . . modern to stay!



Youngstown Kitchens 48" Electric Sink combines Jet-Tower* Dishwasher with full sink facilities. Youngstown Kitchens Food Waste Disposer and rinse spray available at extra cost.

Youngstown Kitchens Food Waste Disposer shreds food waste down the drain, 3 ways best: nonstop feeding, double-action shredding, self-cleaning action.

Youngstown Kitchens tell your prospects that your homes are worth more. Build buyer appeal with the timesaving, work-saving conveniences of these rugged, all-steel kitchens. Easier, faster dishwashing with Youngstown Kitchens Jet-Tower* Dishwasher. No more garbage with Youngstown Kitchens Food Waste Disposer. And many more Youngstown Kitchens advances make every home you build the latest for modern living!

*Reg. U.S. Pat. Off.

Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

Youngstown Kitchens are sold throughout the World

You'll save more than $200 a house

Assembly line methods pay off, whether you're building one house—or hundreds. Thousands of builders are discovering the DeWalt way to faster, more accurate "on-location" cutting. The DeWalt makes every cut necessary in completing a house to tolerances of 1/100th of an inch. One builder, using a DeWalt with its exclusive Safety Power Feed, saved over $200.00 a house by eliminating waste and recuts alone!

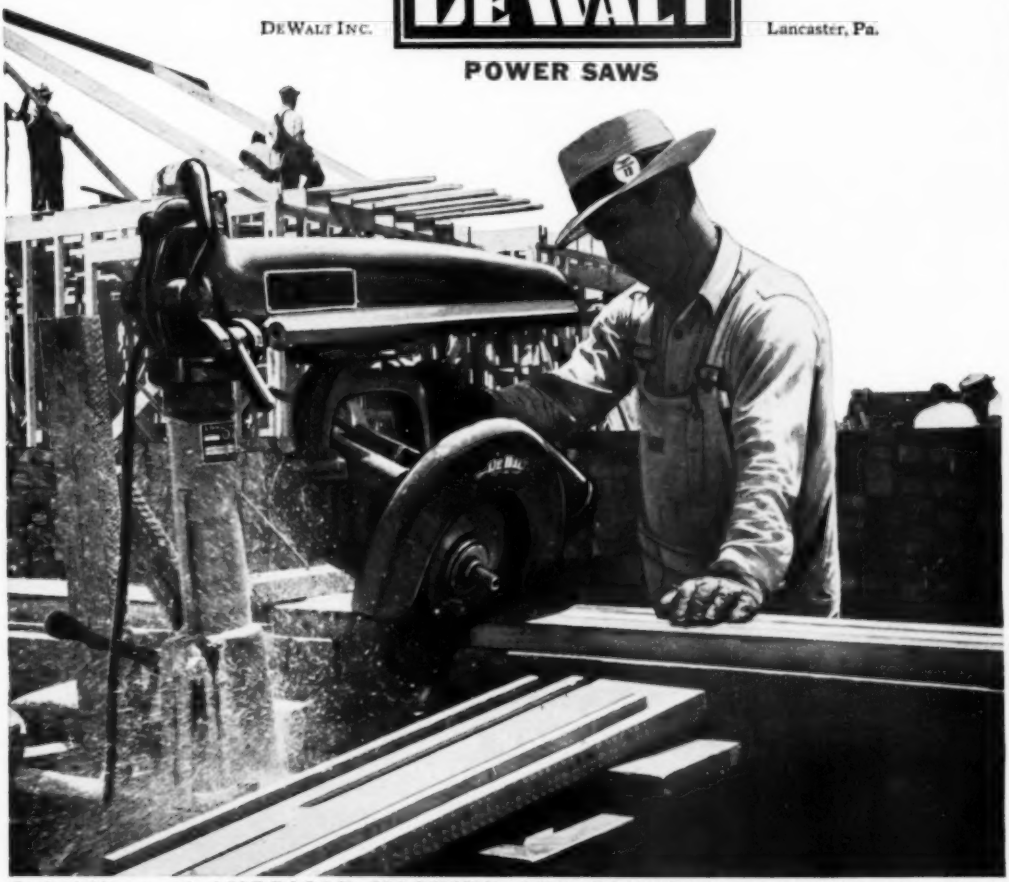
It will pay you to investigate the savings only a DeWalt Power Saw can offer. Available in five models—½ to 10 hp. Write for complete information. Dept. AB-6.

AMF

DEWALT

DEWALT INC. Lancaster, Pa.

POWER SAWS



Subsidiary of AMERICAN MACHINE AND FOUNDRY COMPANY, New York

It really when you use

Nu-CALK SPEED LOAD

America's Favorite Calking Compound

Every calking job will be "top notch" when you use high quality Nu-Calk *Speed Loads.* Nu-Calk "stays put" — will not dry out, run, crack, harden or pull away. Speed Loads are easy to use, too! User's hands never touch the compound. Always has a smooth, even flow, and easy trigger action. Try it yourself and you'll see why Nu-Calk Speed Loads enjoy such nationwide popularity!

Nu-CALK CALKING COMPOUND IN CANS, TOO!

The "standard of quality" in the calking field! Same fine product as in Speed Loads, but also available in ½-pint, pint, quart, gallon, 5-gallon cans. Also 55-gallon drums! Order a supply, today!

CG-4 SPEED LOADERS

Here's the streamlined gun that goes with Nu-Calk Speed Loads. This SPEED LOADER calking gun is light, sturdy, fool-proof. Simply slip in a load and you're ready to calk!

CG-3 STANDARD GUN

Experienced calking appliers still favor our CG-3 Standard Gun's easy trigger action and powerful piston action. Fitted for use with Nu-Calk Speed Loads or bulk calking.

FOR FAST DELIVERY, ORDER NOW!

Your order will be shipped same day received!

- Full freight charges prepaid and allowed on orders of 100# or more.
- Nu-Calk Speed Loads, Nu-Glaze and Nu-Phalt may be combined to make a 100# shipment.

"Stays Put"

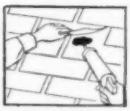
M-D Quality Products

Nu-Phalt PLASTIC ASPHALT CEMENT

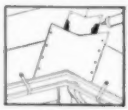
For Sticking Down Asphalt Shingles and General Repair on Roofs and Flashings!

Comes in popular load form like M-D's famous *SPEED LOAD* for calking guns, or in 2½ lb., 10 lb., 50 lb., and 550 lb. containers.

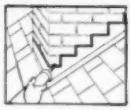
NU-PHALT HAS DOZENS OF USES!



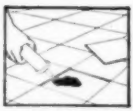
Stick down asphalt shingles or other roofing repair work.



Perfect around gutters and valleys. Applicable to all roofing work.



Apply around chimney flashings with calking gun or with putty knife.



Handy for sticking down loose asphalt tile, and many other uses.

Use Nu-Glaze GLAZING COMPOUND instead of putty!

Nu-Glaze overcomes all the old bugaboos about putty because it "always stays put!" Never dries out, hardens, cracks or peels off!

Nu-Glaze is not a putty, but a plastic glazing compound that's perfect for glazing, filling cracks, setting plumbing, boatwork, etc. Comes in ½-pint, pint, quart, 5 lb. cans. Also available in drums — 25 lbs., 50 lbs., 100 lbs., and 880 lbs. Order your Nu-Glaze today!

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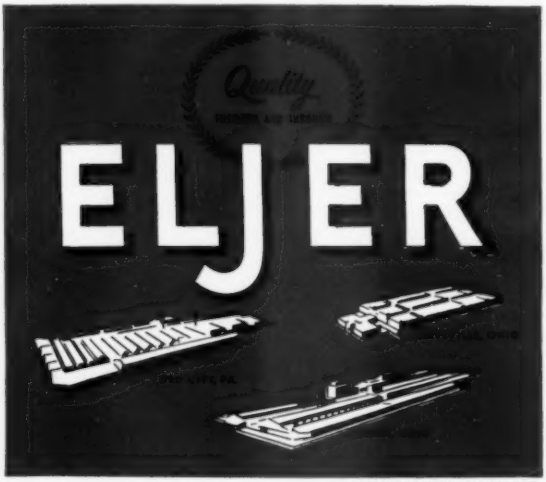
OKLAHOMA CITY, OKLA.

...AND EASILY INSTALLED

The Eljer Priscilla counter-top lavatory is supplied complete with polished metal frame and special lugs for a quick, watertight fit. Made of genuine Vitreous China, the Priscilla features a front overflow concealed under the front anti-splash rim. Available in color, with center-set fittings, in White, Colonial Yellow, Pastel Green, Twilight Blue and Coral Blush. (White only for separate faucets.)

Use the Eljer Priscilla Lavatory. Combined with Eljer Renewable Brass Fittings, this piece will help you sell your homes and assure customer good will. There is an Eljer Distributor near you. For details, see Eljer's Condensed Catalog in Sweet's File for Builders or write Eljer Co., Ford City, Penna.



ASSOCIATIONS

Their Plans and Activities

N.J. Builders Reject State Licensing Bid, Adopt Self-Policing Policy

Turning an emphatic "thumbs down" on a proposal that builders be licensed by the state, the New Jersey Home Builders Association adopted a self-policing policy for the industry at its fourth annual convention and exposition April 16-20 in the Hotel Claridge, Atlantic City. Raymond E. Hanly of Camden, new president, was urged to immediately appoint a "Certification Board for New Jersey Builders."

Raymond E. Hanly

The action followed a lively panel discussion, during which the charge was made that there was something definitely wrong with the industry. It definitely needed policing, according to John L. Mahoney, president of the Atlantic Home Builders Association of New Jersey, who said: "the best way to police it is through licensing. This would enable authorities to eliminate the few unscrupulous builders. All builders should be subjected to a 'screening' process to prove their fitness to construct homes."

Favoring the self-rule method was Harold E. Goodley, president of the Home Builders League of South Jersey, who declared that builders are over-regulated with codes and inspections now and that state licensing, a practice in some states, has not prevented bad building or eliminated fraudulent builders. "There are laws in New Jersey," he said, "which if enforced, would protect buyers from fraud. The fact that a builder was licensed would be no guaranty of honesty and would not stop wrong-doing."

Home builders are independent individuals who were slow to organize, Goodley pointed out, adding that since they have joined forces, great progress has been made in working with all agencies "for the greater good of the industry and the home buyer."

Registration for the sessions exceeded 1,000 and over 40 exhibitors were present. Hanly was elected to succeed Carl T. Mitnick while James Badolato of Plainfield was chosen secretary. Other officers, who were re-elected, are Arthur C. Turner, first vice president; Richard D. Hudson, second vice president; Ralph Carletta, treasurer; Charles A. Ginnetti, secretary; Alex E. Feinberg, counsel; John S. Wright, executive vice president, and Harry E. Smith, executive secretary.

Puerto Rico Home Builders Join National Association

The Home Builders Association of Puerto Rico became the National Association of Home Builders' 195th chapter and the first outside the continental United States in installation ceremonies at San Juan April 12.

A charter for the newly-organized Puerto Rican group was authorized by NAHB's board of directors at the January convention in Chicago. Francisco Fullana, San Juan builder, is president and has been named to serve as first director to the NAHB board. Jose J. Lopez, also of San Juan, is secretary.

Presentation of the charter was made by James M. Albert, NAHB regional vice president from Miami, Fla. Albert has been a director of the South Florida Builders Association, an NAHB director, and defense housing committee chairman for several southern states. He is also vice president of the South Florida Associated General Contractors of America.

Miss Mildred Clark, NAHB membership director, who assisted with the organization of the Puerto Rican home builders, attended the installation as a special guest of the new chapter.

Home Buyers' Exposition

An exposition of building materials, equipment and new construction methods, sponsored by the Home Builders Association of Maryland and the Producers Council, was held at the Lord Baltimore Hotel, Baltimore, April 23.

End Controls June 30, Dealer Group Urges

Termination on June 30 of all Federal wage, price and rent controls, as well as allocations of materials for civilian production, has been asked of Congress by the New Jersey Lumbermen's Association.

Other resolutions adopted at the association's 68th annual convention in Atlantic City April 2-4 oppose extension of the Defense Production Act, urge an end to tax exemption for cooperatives and call for adoption of remaining provisions of the Hoover Report "to eliminate all non-essential expenditures from the budget not consistent with the operation of a sound and efficient government."

DEALER CONVENTION HIGHLIGHTS

Demands were made that state and national laws require all public housing projects be subject to approval at local referenda. The idea of submitting questions involving large-scale spending is not novel, the resolution pointed out, since schools and other capital improvements requiring funded financing now require public action.

Adolph W. Jaeger of Union, re-elected as association president, charged that "35 per cent of the cost of a home today is taxes, hidden and otherwise. When a home owner buys a house for $15,000, the government receives $5,000 in taxes . . . But that is not all. After he buys the house, he is asked by the do-gooders to pay still more, to carry through real estate taxation the burden of public housing upon a community. Should he then be denied a voice in the matter?"

Others re-elected were Arthur M. Mason of South River, first vice president; Aren Kaslander, Verona, second vice president; G. Bernard Roesler, Hackensack, treasurer, and Edward C. Frick, Newark, secretary-manager.

More than 400 delegates attended the convention, which was opened with an address by Sen. H. Alexander Smith (R., N. J.) at a dinner meeting sponsored by the association's Old Guard and the Garden State and Molly Pitcher Hoo-Hoo Clubs.

INDIANA

An attendance of 2,505—the largest in its history—was reported by the Indiana Lumber and Builders Supply Association for the 1952 convention. The meeting, the group's 68th annual, was

(*Continued on page 36*)

Cortright's Column

FRANK W. CORTRIGHT, Executive Vice President, National Association of Home Builders of the United States

Continuing "X" Just Wouldn't Make Sense

THE fate of many builders throughout the country hangs on the Congressional decision as to whether or not to extend Regulation X.

Strangely enough, the totally unwarranted hardships being imposed upon builders are even more serious to the potential buyers of lower cost houses. The junior executive can buy a home, even though he has a difficult time meeting the high downpayments, but the home seeker in whom the government claims to be most interested—the highly skilled mechanic and the white collar worker—is in many cases completely stymied from getting the new accommodations he urgently requires.

The brain trusters in Washington who have been so concerned with the threat of inflation are now rapidly swinging over to a fear of deflation. This is evidenced by the recent removal of credit controls on automobiles, radios, TV sets, vacuum cleaners, and many other items in the consumer durable goods field.

Why then is there so much resistance to permitting the average American family to purchase a new home?

The threat of inflation has long since disappeared and the long predicted critical scarcity of building materials has never come about. Defense production needs are being met and there is no justifiable grounds for maintaining such a rigid war-time control as Regulation X.

Fortunately, the voice of organized labor is now being raised in protest as unemployment in the residential building trades is raising its ugly head. Thus, we have the phenomenon of a united industry with lenders, suppliers, builders and labor all demanding the right to function in a free economy.

Presuming that Regulation X will be lifted, what are the assurances of a continuing high market for reasonably priced homes? Here are some pertinent facts:

1. The annual birth rate is steadily increasing and more young families are in the market for larger homes.
2. The national population continues to increase—is passing the 154 million figure—and there are more new family formations.
3. The tendency towards earlier marriages and the undoubling of a constantly higher number of couples is stimulating the housing demand.
4. The country is at an unprecedentedly prosperous economic level with national income continuing to soar.
5. Materials, equipment and design are constantly improving and new homes are better built and more appealing. Mass production methods of building materials and modern building methods of assembly now bring new homes within the reach of the average American family.

In view of all these factors, it is hard to believe the Congress will not insist on the administrative agencies' lifting Regulation X so that the home building industry can move into high gear and make its full contribution to a prosperous national economy. The millions of persons employed, both on and off site, will be voting next November—no good politician will fail to keep this in mind during the next six months.

The builders of the nation have done an admirable job of meeting the emergency defense and military housing needs. They can do an equally important job in civilian housing only if the Congress and the agencies recognize that continuing shackles on home building are unnecessary and inadvisable at this time.

A free building industry assures good housing for all Americans and in turn the home ownership thus provided guarantees a continuance of the American way of life.

Hartford Builders Set New Attendance Mark

More than 250 members of the Home Builders Association of Hartford, Conn., representing nearly two-thirds of the roster, set a new attendance record at the association's meeting in the Armory at West Hartford, April 2.

Edward G. Gavin, editor of *American Builder*, was the speaker, after which Dean A. Caudill, president, conducted a preview of a model house built on the Armory floor as a feature of the home show sponsored jointly by the association and the Hartford Times.

Joseph M. Howard, who supervised construction of the house by member-builders in eight working days, was given an award by the association. Clayton W. Johnson, executive secretary, made the formal presentation.

Gavin officially opened the show to the public the following day by unlocking the front door of the home, a contemporary ranch house designed by Louis J. Drakos, West Hartford architect. Packed with numerous fresh and interesting ideas for increased livability in a moderately small space, this dwelling will be the subject of an *American Builder* article in a near future issue.

Government Engineer Named To PCA Research Post

Douglas McHenry, formerly head of the Concrete Laboratory Section of the U.S. Bureau of Reclamation in Denver, has been appointed administrative assistant to A. Allen Bates, vice president for research and development of the Portland Cement Association.

Douglas McHenry

McHenry, author of a number of articles on concrete technology, received the Sanford E. Thompson Award of the American Society for Testing Materials in 1943, and in 1944 the Telford Award of the Institution of Civil Engineers of Great Britain.

Before joining the staff of the Bureau of Reclamation in Denver in 1940, McHenry served for six years with the Tennessee Valley Authority.

"Every Builder Member Bonded"

See Page 226 for details of how the Chicago association bonded its members against misappropriation of buyers' downpayments.

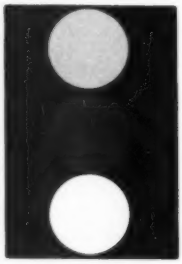
nothing
like
THIS,
ever before!
SHASTA SNOW
an
exclusive
new
Carey
FIRE-CHEX
SHADOW
BLEND
Read about it!

ONLY CAREY GIVES YOU

SHASTA SNOW

the most beautiful color ever created for roofing

soft pastels of cool grays and greens frosted with snow-bright white



.. and it's an exclusive Fire-Chex Shadow Blend!

Now, for the first time in roofing history, you can choose roofing that completely satisfies the design requirements of both Contemporary and Traditional architecture!

And what beautiful, beautiful roofing it is. We've named it Shasta Snow . . . for it gives any roof the dramatic beauty of sunlight and shadows, dancing on a snow-swept mountain in the golden moments before twilight.

The striking, architecturally-correct color of Shasta Snow comes from specially made ceramic mineral granules, in soft pastels of green and gray, frosted with snow-bright white. These colors have excellent heat reflective characteristics. And the exclusive Carey Shadow Blend process —used to blend the granules and permanently embed them in the thick asbestos-plastic coating— makes possible a roof design with full, pleasing shadow lines and impressive character.

But there's more, far more to this great new Fire-Chex shingle than exciting new color, incomparable design versatility! The roof design it creates is copyrighted as a "work of art"; it is the only type of shingle rated CLASS A without underlayment for fire-protection by Underwriters' Laboratories, Inc. (highest rating possible!) And its extra heavy 325 pounds-per-square construction enables it to resist the onslaughts of wind, hail, sleet, snow and rain for extra years of weather-snug service!

Ask your Carey dealer to show you beautiful, new Shasta Snow and other Carey Fire-Chex Shadow blends and solid colors. Or, mail coupon today for FREE sample of Shasta Snow and informative Fire-Chex literature.

Carey

THE PHILIP CAREY MFG. COMPANY, LOCKLAND, Cincinnati 15, Ohio

IN CANADA: THE PHILIP CAREY CO., LTD., Montreal 3, P. Q.

From the House of Carey—

Fire-Guard Rock Wool Batts • Ceramo Siding • Careysote Board • Foundation Damp-Proofing • Miami-Carey Bathroom Cabinets and Accessories • Kitchen and Attic Ventilating Fans • Other famous products for Home, Farm and Industry since 1873

The Philip Carey Mfg. Company
Lockland, Cincinnati 15, Ohio

Gentlemen:
Please send me a sample of Carey Shasta Snow Shadow Blend and informative literature — no obligation on my part!

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FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President, National Retail Lumber Dealers Association

We Tell the Story Of Dealer Service

Every public library and every college and business library in the United States has just recently received a copy of a picture brochure entitled "Inside the Retail Lumber and Building Materials Industry."

The 32-page brochure, composed of 50 per cent pictures and 50 per cent text, tells the story of the many services which the retail lumber industry performs for the building industry and the public, along with its function of making materials available for construction.

A copy of the brochure also has been sent to every dealer member of NRLDA and its 32 federated associations.

This constructive story also should be in every high school library, but that further distribution is being left up to individual dealers.

The part which retail lumber dealers have played in helping the people of the United States to enjoy the highest housing standards to be found anywhere in the world is told in the brochure as follows:

"The efforts toward cost reduction by retail lumber and building materials dealers have not been confined solely to their own yard operations. Over the years, they have discovered ways to help their builder and contractor friends to save money, not only in materials handling problems but also in some features of on-site construction.

"These savings become increasingly important in view of the higher wage rates being paid to construction workers.

"Dealers insure that materials are *at hand* to be served up to the job without loss of valuable time, not by hit-or-miss methods of guessing future sales but by carefully analyzing past experiences. Orders are placed with the various manufacturers and shipments are carefully scheduled so as to assure a minimum of costly delays in the plan of deliveries agreed upon by the dealer and his customer. Hours or days lost in waiting for a particular kind of lumber or a specific size of nails add to the total cost of building. Consequently, the intelligent planning of the experienced dealer yields important and substantial savings to the builder and to the ultimate owner.

"In the old days, most dealers were content merely to see that materials got to the job site; but today, when the builder or contractor is prepared to cooperate, the dealer's trucks unload materials as close as possible to the spot where they are to be used. And truckloads are carefully planned so that the materials to be used first can be unloaded last and placed on top of the pile, readily available with a minimum of rehandling on the part of the builder.

"The strapping or packaging of lumber, wallboard, and other materials, either at the factory or in the dealer's yard, is another way of reducing handling expense at the construction site and thus holding down the cost of building.

"One of the most recent advances in building is the use of power tools to cut and shape materials used in houses and other structures. Some of the larger builders have power saws and drills of their own. Others rely on the retail dealer to cut the materials to fit the exact requirements of the job. This procedure not only means a saving in labor cost, but on large jobs brings the economy of mass production methods.

"The dealer whose customers desire the service cuts rafters and joists, wallboard and siding, and other house parts to the exact dimensions called for in the plans. Then when they arrive at the job, these parts need merely be nailed in place without further measuring, cutting, or patching. The principal saving comes from the fact that a power saw, for example, can cut six boards just as accurately and much more quickly than a workman can cut one of the boards by hand.

"Some dealers, whose customers include larger home building concerns, go a step further and prefabricate partitions, wall sections, stairs, and other house parts in shops located in or adjacent to their yards.

"If a construction project is large enough to justify the builder in setting up a prefabricating shop of his own, he often does so. Otherwise, he may call upon his materials dealer to perform this function, and create the saving, for him.

"In special cases, dealers go even further in helping builders and contractors by advising them on building techniques and aiding them in financing their operations."

"The extent of the dealer's assistance depends on the needs of his customers and the practice of the locality. He stands ready to share his experience and knowledge."

Good Public Relations A Major Activity of Des Moines Builders

Launching of a new public information program, designed to stimulate demand for new homes and to improve public relations for the industry, has been announced by the Home Builders Association of Des Moines.

James R. Leverett, chairman of the committee in charge, said the service will include community projects, a school and college educational service, publication of a home owner's manual, increased use of the association emblem on new homes and in advertising, newspaper publicity on association activities and home building problems, and radio and television programs dealing with home construction methods, financing and new design ideas.

James R. Leverett

The association also will publish a monthly bulletin, "Blueprint," which will contain news of builder activities, new products, state, city and Federal laws and regulations, and other information of interest to builders and others in the field.

75,000 See Home Show

Des Moines president T. R. McNeal reported that the recent fourth annual Better Homes Exposition was the group's most successful so far, with more than 75,000 persons visiting the 115 exhibits. Unlike most home shows, the Des Moines event has no admission charge and still comes out with a "neat profit," McNeal said.

Prefab Institute Leaders Named to Second Term

John C. Taylor, Jr., of New York City was reelected president of the Prefabricated Home Manufacturers' Institute at the group's recent ninth annual meeting in Chicago. He is president of American Houses, Inc.

Other Institute officers reelected were William B. F. Hall, Fort Wayne, Ind., vice president, and Robert E. Ott, Port Washington, Wis., secretary-treasurer. Hall is president of General Industries, Inc., and Ott is general manager of the Harnischfeger Corp. Houses Division.

Convention Highlights—

(*Continued from page 33*)

held at the Murat Temple, Indianapolis, in March. Exhibits numbered 168.

One of the convention highlights was the annual election in which a 35-year veteran of the lumber business, David M. Puckett of Puckett Lumber Co., Princeton, was named to the presidency. Puckett has served on the executive committee since 1949 and last year was chairman of the convention committee.

Robert J. McCutchan, Metzger Lumber Co., Lebanon, and Howard W. Bolinger, S. H. Pawley Lumber Co., Terre Haute, were named first and second vice presidents, respectively.

1952-53 INDIANA LEADERS: (from left) Robert McCutchan, first vice president; David M. Puckett, president; and Howard W. Bolinger, second vice president

One of the outstanding business sessions was a panel on government regulations. Guest speakers included Clyde A. Fulton, president of the National Retail Lumber Dealers Association, who was featured at the annual dealer breakfast; and Ralph W. Carney, former vice president of Coleman Lamp Co., Wichita, Kansas.

INDEPENDENT

Another group which topped all its past attendance marks was the Independent Retail Lumber Dealers Association. More than 1,600 persons were on hand for Independent's 13th annual convention and exhibitors show in the Radisson Hotel, Minneapolis, March 27-29. There were about 100 exhibitors.

One of the program features was an all-day tax course, adapted for lumber yard operations. The course was conducted by E. E. Ranta, Minneapolis attorney and tax authority.

A nationally-known Minneapolis pastor, Dr. Reuben K. Youngdahl of Mount Olivet Lutheran Church, opened the speaker's program with a talk on "Between Two Worlds." Dr. Youngdahl has just completed a trip around the world on which he travelled 35,000 air miles and visited 19 countries.

On subjects in the industry, delegates heard Phil Creden, advertising manager of Edward Hines Lumber Co., Chicago, and chairman of the NRLDA public relations committee; Edward G. Gavin, editor of *American Builder*, whose subject was "Outlook for Home Building in 1952"; and "Late Washington Developments" by Ed Libbey, NRLDA secretary.

G. A. Eddy of Swaledale, Iowa, was named president for the 1952 term. He succeeds Henry Hess of Pine Island, Minn. Also named to 1952 posts were Arthur O. Pederson, Hallock, Minn., vice president; Justin L. Jones, Flandreau, S.D., secretary; H. S. Keister, Coon Rapids, Iowa, treasurer; and Edwin W. Elmer, Minneapolis, executive secretary.

INTERMOUNTAIN

More than 700 persons attended the 9th annual convention of the Intermountain Lumber Dealers Association March 3-5 at the Hotel Utah in Salt Lake City. Around 60 supplying firms took part in the meeting, showing 52 exhibits.

(*Continued on page 220*)

Named to Office in South Dakota

NEWLY-ELECTED LEADERS of the South Dakota Retail Lumbermen's Association who took over their duties at the associations' annual convention in Sioux Falls April 8-10: (from left) Nels Huseby, Brookings, vice president; Ralph J. McNerney, Sioux Falls, president; Robert Ward, Sioux Falls, secretary-treasurer; and Ralph Herman, Scotland, and Myrle Hilton, Vivian, directors. The South Dakota group reported one of its most successful meetings, with an official registration of 743. On hand for the annual banquet were 803 persons.

Completing Plans for St. Louis Show

OPTIMISM REGISTERED by home show committee of Home Builders Association of Greater St. Louis prior to show's opening proved to be well-founded, since more than 100,000 persons attended the recent week-long event. Seated (from left) are Dick Phillips; Clinton R. Schattgen, association president; Ralph S. Duke, show chairman; John M. Bogdanor, Silvio Lombardi. Standing: Hank Loosley, show director; Adrian Koch, Julius A. Seidel; Larry Neville, association executive officer and Wendell Blanton, treasurer, St. Louis Home Show, Inc.

Talk about EASY HANDLING...

Look what Black & Decker Saws give you!

PLUS

- Abundant Power
- Fast Adjustment
- Maximum Safety
- Job Versatility

PLUS

POPULAR PRICES!

- 6" Heavy-Duty ... $56.00
- 6" Deluxe Heavy-Duty ... $76.50
- 8" Heavy-Duty ... $92.50

See Your Building Supply Dealer for a convincing demonstration of Black & Decker Saws and Blades and handy, new Protractor. Learn how they pay for themselves in a few jobs! WRITE FOR FREE CATALOG.

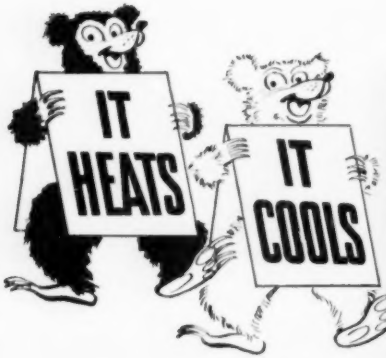
Black & Decker

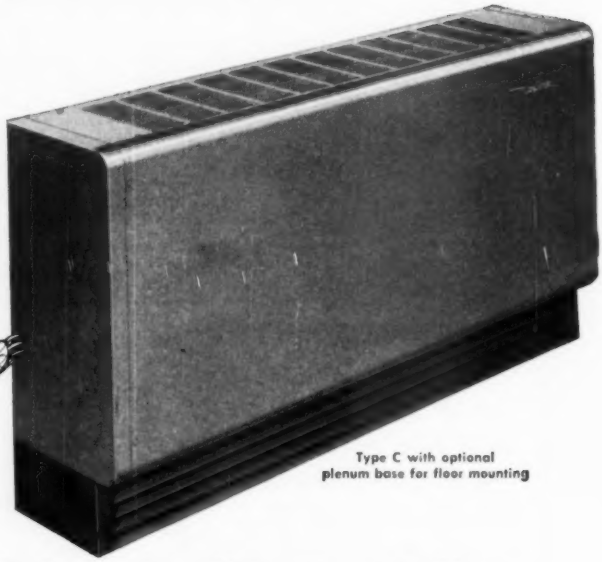
UTILITY TOOLS

PORTABLE ELECTRIC TOOLS

The Black & Decker Mfg. Co., Dept. H-666, Towson 4, Md.

Don't let old-fashioned radiators stymie modernization plans





IDEAL FOR STORES, SHOWROOMS, SCHOOLS, BANKS, HOTELS, HOSPITALS, THEATERS, CHURCHES, OFFICES, VESTIBULES AND OTHER COMMERCIAL AND PUBLIC BUILDING AREAS

Type C with optional plenum base for floor mounting

Modine Cabinet Units simplify remodeling... save space...permit addition of cooling

WHAT YOU GAIN
when you replace old-fashioned radiators with Modine Cabinet Units

SPACE	Cabinet Units occupy only a portion of space taken by radiators
CONCEALMENT	Cabinet Units can be built-in or installed outside of rooms served.
COOLING	You can have both heating and cooling in a single unit.
VENTILATION	Attachment of optional plenum-damper base permits fresh air introduction.
AIR CIRCULATION	Quiet blower fans provide positive air distribution.
APPEARANCE	Attractively styled cabinets blend with modern decor.

THERE'S no need to accommodate unsightly, existing radiators in modernization work. One attractive Modine Cabinet Unit can replace up to three or more radiators... frequently with no change in piping.

Mounted on the floor, wall or ceiling, Cabinet Units take little space. When installed with ducts they can be completely concealed above a false ceiling or behind a partition.

Where desired, chilled cooling and hot water heating can be provided with a single unit for year 'round comfort. Other models for steam or hot water heating only. Fresh air introduction is possible through use of an optional plenum base.

Not as elaborate or expensive as unit ventilators or air conditioners, Modine Cabinet Units are economical to use. What's more, the scrap value of the radiators they replace defrays part of their cost. (For example, a 280 lb. Modine Cabinet Unit replaces 3200 lbs. of cast iron radiation.) Available in five sizes from 120 to 640 Edr.

For complete information write for free illustrated Bulletin 550. Modine Manufacturing Company, 1501 De Koven Ave., Racine, Wis.

C-1149

WRITE FOR FREE BULLETIN 550

Modine
CABINET UNITS
FOR HEATING & COOLING

CLAY PIPE—*ESSENTIAL* ★ *ECONOMICAL* ★ *EVERLASTING*

Take advantage OF PLENTIFUL CLAY PIPE

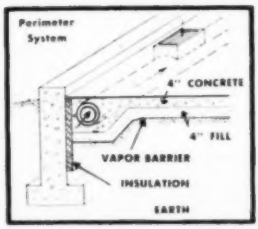
TO MEET DEFENSE HOME BUILDING DEADLINES

Thousands of feet of Vitrified Clay Pipe are installed in the housing expansion at Jones Mills, Arkansas. It's the one *plentiful* pipe that has proven its worth through year after year of performance in the ground.

Clay Pipe is readily available and has a matchless reputation for permanent, everlasting service. Protect your own good name by using it to meet today's hurry-up building deadlines. It's the only pipe you can *rely* on to resist acid, rust, rot, and decomposition—tomorrow, and fifty years from now. It never wears out.

NATIONAL CLAY PIPE MANUFACTURERS, INC.
206 Connally Bldg., Atlanta 3, Ga.
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
703 Ninth & Hill Bldg., Los Angeles 15, Calif.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

Vitrified CLAY PIPE — CLAY PIPE NEVER WEARS OUT!

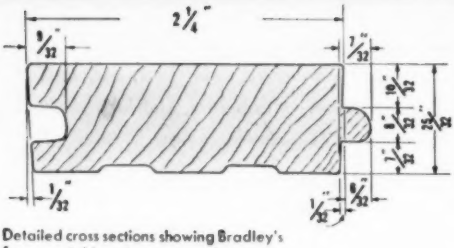


NEW HEATING SYSTEM
WORKS BETTER — COSTS LESS

Check the advantages of Vitrified Clay Bell and Spigot Pipe heating ducts for low-cost, efficient heating of basementless buildings. Pour the concrete foundation-slab right on top of your Clay Pipe network—it's unaffected by moisture, furnace gases, or lime . . . and it combines all the advantages of direct and radiant heating. Write to your nearest NCPMI office for details.

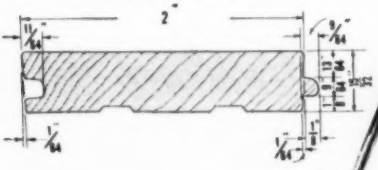
C-352-4

When You Specify BRADLEY PRE-FINISHED OAK FLOORS* You Specify Owner Satisfaction!

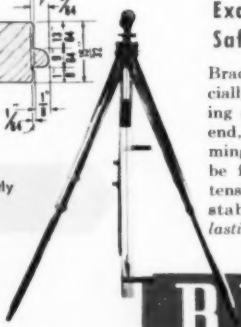


Detailed cross sections showing Bradley's free matching tongue and groove

That's because oak's natural beauty is strikingly brought out by Bradley's superior quality filler and penetrating finish. Over these, heavy-bodied wax is applied, heated, and machine buffed to a guild-craft luster that *wears*. Result: an oak floor of exceptional beauty, ready for immediate use, and at less cost than for sanding and finishing on the job.



Bradley Straight-line strips are exactly as straight as this plumb line.



Exclusive Straight-line Feature Safeguards Lasting Smoothness

Bradley's Straight-line ripping on specially designed machines produces flooring strips exactly straight from end to end, plus precision right angle end-trimming and matching. There's no crook to be forced in drawing up, no nailed-in tension . . . refinements which provide a stabilized, strain-free floor of superb *lasting* smoothness.

Specifications as published in Sweet's 1952 Architectural and Builders Catalogs. Copy sent on request.

*Also available in Beech and Pecan. See Sweet's 1952 Architectural or Builders for specifications or write for your free copy.

BRADLEY BRADLEY BRAND

LUMBER COMPANY of Arkansas • WARREN ARKANSAS

Nation-wide Sales Records Show

. . . this seal SELLS HOUSES in any price class

THE TREND IS TO

Quality Approved

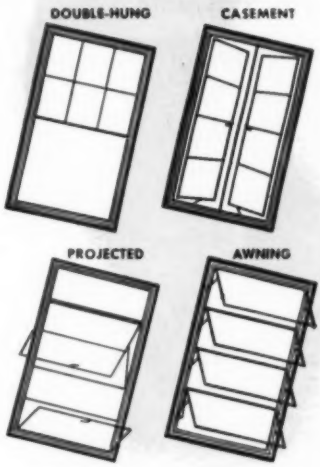
ALUMINUM WINDOWS

Builders from coast-to-coast will tell you that the Quality-Approved seal on aluminum windows in their model houses helps them sell houses faster . . . in any price class!

It's the customer's assurance that the house is as good as it looks! It's a promise of lifetime trouble-free window service with no maintenance cost, no paint, no rust, no rot, no warping. The "Quality-Approved" seal assures quality materials, sound construction, rugged strength, low air infiltration.

You can get "Quality-Approved" windows in all styles—double-hung, casement, projected, awning. You save money on installation, because they're easy to handle, easy to install. You eliminate costly window complaints. You sell your houses faster because "Quality-Approved" aluminum windows have the eye appeal and buy appeal that cuts your selling cost and time.

Deliveries on all styles and sizes are being made promptly. For detailed information write any "Quality-Approved" manufacturer, see Sweet's Builder's File (Section 4c/ALU) or write Dept. AB-6.



Aluminum Window Manufacturers Association

74 Trinity Place, New York 6, N. Y.

Protect 'em!

REDDY Richkraft says, "'Protect 'em' with patented Richbead the metal corner glued to joint tape." Give your job a new quality note and save money doing it. Richbead is a sales asset and at the same time it cuts the cost of cutting and fitting, eliminates factory corners and assures true edges at doorways, on arches, soffits and reveals—in most cases it makes casings unnecessary permitting further reduction in costs.

Richbead brings the protection of metal to exterior and interior corners. It means no more corners gouged by toys and cleaning equipment. Use it in both new work and in redecorating.

Anyone can install it. No special tools are required — two sizes, ½ and ⅝ in., 8 ft. lengths, 25 pieces to the carton. Get full details — our dealers will be glad to tell you all about it. Return the coupon and we will tell you the name of the dealer nearest you.

Richbead *The Right Angle for Dry Wall Construction*

U. S. PAT. 2,324,701

THE RICHKRAFT CO.
510 N. Dearborn Street
Chicago 10, Illinois

Gentlemen:
Please send me complete details on:
Richbead ☐
Richflex Reflective Insulation ☐
Richkraft Reinforced and Breather Papers ☐

Name_____

Address_____

Town_____ Zone____ State_____

LETTERS

Information

Sir: Could you send me any information as to where I could purchase either an automatic nailer or a pneumatic nailer?

I would like to inform you that we consider the *American Builder* the best magazine on the market. Each issue seems to be better than the previous one. Our wives and prospective clients for homes are delighted to use your magazine as a source of information on homes.

John H. McNeil.
Rome, N.Y.

Our giant April Builder-Dealer Catalog-Directory issue of the *American Builder* is the fastest way a builder can locate manufacturers of certain products. On page D-38 are listed several manufacturers of the item that you wish.

Thanks

Sir: We wish to take this opportunity to thank you for the very well presented article concerning our operations both here and in Greenhills, Ohio.

The nine articles on prefabrication in your March issue will bring to the builders of America the advantages of prefabrication which they will be able to profit by in their building operations.

Enclosed please find our check in the amount of $5. We would appreciate it if you would send us 10 copies of the *American Builder*.

Kenneth Hammond.
Hammond Construction Co.,
Hamilton, Ohio

Privileges

Sir: Please add my name to your subscription list. Looking forward to your articles on paint.

Has a new subscriber any privileges? If so, I, along with others in the central states would like very much to see a spread of floor plans and different homes of the Wadsworth Homes, Inc. This firm ran an ad in your February, 1952 issue on page 239.

G. F. Rivers, Jr.,
Mexico, Mo.

We would suggest that you write to the manufacturers for their catalog. The address is Wadsworth Homes, Inc., 6011 Johnson Drive, Mission, Kas.—The Editor.

Basement vs. Cellar

Sir: A single jack isn't a tack hammer—so by definition. State Housing Act of California, Division 13, Housing Part I, Chapter I:

Section 15505 Basement: Any portion of a building partially below the level of the actual adjoining ground with a ceiling no part of which is less than seven (7) feet above such levels.

Section 15508 Cellar: Any portion of a building with a ceiling any part of which is less than seven (7) feet above the actual adjoining ground levels.

Concerning Mr. Stephen's definition see the Uniform Building Code Section 401 for verification.

H. G. Clark.
South Pasadena, Calif.

Sliding Glass Wall

Sir: I am contemplating building a sliding glass wall approximately three feet wide and seven feet high in the living room, leading to the veranda. The glass wall will be either aluminum wood reinforced frame, or a wood frame. I would appreciate receiving design data, or other helpful hints, in laying out the detail construction drawings. Would you please also include the sources of the necessary hardware.

William Eder,
Brooklyn 7, N.Y.

In the November 1951 American Builder, the Better Detail Plate on page 147 illustrates and gives the details for this type of wall.

Protect Yourself

Sir: With the late summer and fall home shows, model homes, National Home Week, and so on, coming up I shiver to think of the public liability hazards existing in the home building industry without adequate insurance protection. May I suggest the following ideas to you with the thought that the *American Builder* can pass them along to interested individuals and associations.

A couple of years ago one of our most careful home builders in Des Moines built himself a model house of which he was justifiably proud. In the early summer of 1949 he and his architect were showing a prospect through this model house. After a complete inspection, Mr. Builder, Mr.

(Continued on page 44)

another **HOMASOTE FIRST**—*designed to reduce the cost of building*

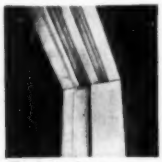
Three years of research and field testing are back of these Nova Roller Doors

Here are the most practical roller doors yet developed. Simple to install, easy to operate, *and economical in every sense*—these high quality, hollow core doors are light, strong and warp-resistant. Gone is all the expensive, overhead hardware—always difficult to install—always noisy. Two rollers revolving on pins act as guides at the top; two vulcanized rubber rollers carry the weight of the door at the bottom—through simple floor guides. There is no floor track. All hardware except floor guides is installed at the factory. Each door—Closet or Passageway—comes complete in one carton. In 30 minutes' time one man makes the installation.

CLOSET DOORS . . . . . .

A closet or storage space may be one of the standard sizes—or extend the width of the room. Two or more doors enclose it entirely. Instead of exposing only part of the interior, as with a swinging door, you have full and easy access.
Nine standard opening sizes: 32", 36", 40", 48", 56", 60", 72", 84" and 96".
Five standard heights: 6'0", 6'6", 6'8", 6'10" and 7'0".

Revolving roller guides operate in head track; vulcanized rubber rollers run on finished floor.



Head tracks are accurately machined for perfect operation of revolving roller guides; side jamb is routed to receive the door.

Passageway door slides easily into wall pocket.

Simple floor guides, installed flush with finished floor, eliminate need for floor track.

PASSAGEWAY DOORS . . .

Each comes assembled in its wall pocket, ready to install for either plaster or dry-wall construction. *Five standard opening sizes:* 2'0", 2'4", 2'6", 2'8", 3'0".

Both Passageway and Closet Doors are hollow core flush doors, 1⅜" thick, regularly sold in unselected gum, paint grade and in select White Gum, and Birch, stain grade. Other faces on special order.

We urge you to write today for the full details. *Kindly include the name of your lumber dealer and address your inquiry to Department 33A.*

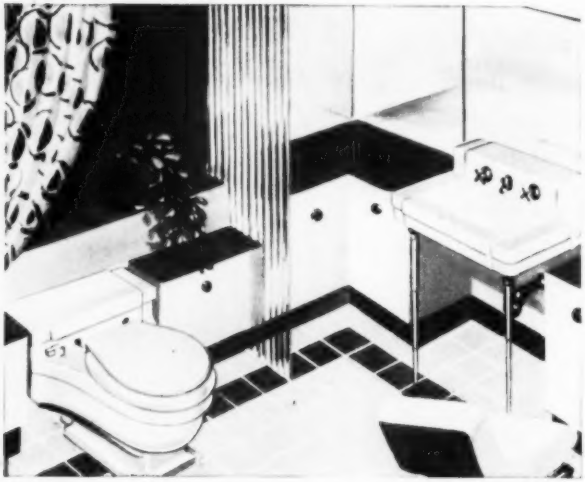
A Novasco Product

NOVA SALES Co.

TRENTON 3, N. J.

A wholly owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels; ⅜" underlayment for ⅛" linoleum and wall-to-wall carpeting.

Unsurpassed in BEAUTY
Unsurpassed in SANITATION



...give buyers the best of both!

Bathrooms have top buy appeal when you provide the Case One-Piece Water Closet *1000 combining the most advanced safety and health-guarding features with uniquely attractive appearance. With the low integral tank originated by Case, the One-Piece stands free from wall, permits space economy through placement under windows, stairs, or in corner if desired. Case quality construction benefits include special safeguarding of water supply, positive non-overflow, and large water area with strong yet quiet centrifugal rim flush. For complete design harmony, specify the matched-motif Case Windell Lavatory. It has a roomy basin and ledge back with 6¼" shelf. In 26 colors, and white. W. A. Case & Son Mfg. Co., 33 Main St., Buffalo 3, N. Y. Founded 1853.

The One-Piece* Water Closet with positive non-overflow

An exclusive Case design with built-in protection against accident or carelessness. China channel enclosing riser pipe assures non-contamination of domestic water supply. Special device for volume regulation under all pressures. See your Classified Telephone Directory for Case distributor's name, or write to us.

Case *Fine Vitreous China*

*PATENTED

Letters . . .

(Continued from page 42)

Architect, and Mr. Prospect sat down in the living room of the house for further discussions and, of course lit a cigarette. The house blew up! Fortunately, no one was killed. All of them were seriously injured. Mr. Builder wrote me in the spring of 1951, two years after the accident, that he now is in physical condition to go back into the building industry after months and months of hospital care, crippling injuries, and scars.

The liability claims in this will probably run in excess of $100,000. The Iowa courts have not yet decided on whom this liability rests—the builder, the plumbing contractor, or the local gas company. It may well be assumed that the builder who opened this model home for public inspection will be held for a major part of the bodily injury claim.

Local (Chicagoland area) associations have taken steps to insure themselves and their co-sponsors against this liability. For example, in the Chicago area, the Home Festival is sponsored by the Chicago Home Builders and 16 other groups. This group, has, therefore, issued an insurance policy in the amount of $50,000/$100,000 each year of the Festival to protect all of the interested organizations.

Two Procedures

Following are two procedures that should be recommended to all groups throughout the country:

1. *Obtain public liability insurance* in amount of at least $50,000/$100,000 covering all and any properties to be opened for public display. This can be done either by wholesale action, such as we do in Chicago, or on an individual basis.

2. *Request a safety engineer* of the insurance company which writes the coverage to inspect the promotion plan to be sure that all possible safety provisions are taken to prevent accidents. All reputable casualty companies have engineers whom they would be glad to put on the job for this purpose.

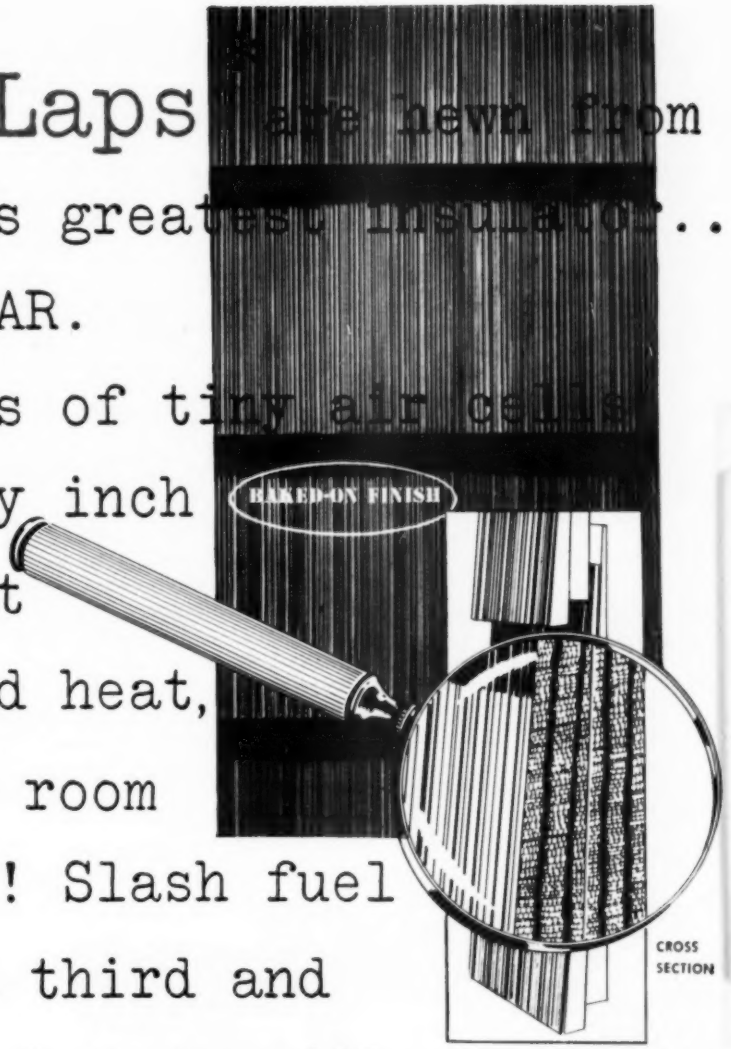
Insurance premiums for this type of protection are surprisingly low. For the group which I serve this is partly due to the fact that we are safety conscious, and also due to the fact that we do use our safety engineers' advice in protecting the public from bodily injury.

The *American Builder* can do a real service to the industry by broadcasting this warning. I cannot write insurance outside my own area but I

(Continued on page 46)

Dua-Laps are hewn from nature's greatest insulator.. RED CEDAR.

Millions of tiny air cells in every inch seal out cold and heat, seal in room comfort! Slash fuel bills a third and combine beauty with economy!



*Reg. U.S. Trade Mark

SPECIFY American Dua Laps DOUBLE COURSE SHINGLES ON YOUR NEXT JOB

New ALL Dua-Lap* colors are finished with the infra-red baked-on process for a more durable finish.

The American Stained Shingle Co.

General Offices: Spruce and Dennison Ave., Columbus 8, Ohio

EXTRA JOBS EXTRA EASY

Special Features Make Hydrocrane Standout on Building Jobs

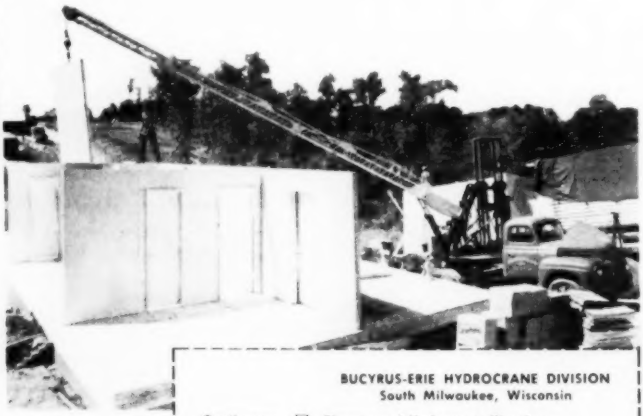
Here's why builders and contractors find the Hydrocrane in a class by itself. This fully hydraulic crane has a combination of features no other unit can match.

TELESCOPING BOOM noses under branches, wires, in and out of windows, box cars, warehouses — without moving crane an inch! Great for unloading building supplies, nosing planks between rafters, and for yard work.

PRECISION CONTROL. Operator can meter power flow so slowly you can barely see load move — or he can operate crane at a fast, steady clip. Outriggers set hydraulically in seconds — provide a solid base. No twisting, wracking strains on truck frames — no bouncing on springs and tires. Nothing touches it for precision erection work. Said one user, "It was nothing to break two or three concrete slabs on a job when hoisting with a friction rig — now with our Hydrocrane we can place 'em all day and never break a one."

EASY OPERATION. Hand levers only — no tricky hand-foot coordination. No brakes or clutches to grab and slip. Deadman control means safety for work crews. If operator lets go, all levers return to neutral — load stops dead. A few hours instruction and even a new operator can handle the easier lifting and stockpiling jobs.

Two sizes — ¼-yd. 2-ton, ⅜-yd. 3-ton. Attachments include clamshell, crane hook, 1-yd. material handling bucket, grapples, magnet.



BUCYRUS ERIE HYDROCRANE
SOUTH MILWAUKEE WISCONSIN

BUCYRUS-ERIE HYDROCRANE DIVISION
South Milwaukee, Wisconsin

Gentlemen: ☐ Please send Hydrocrane literature.
☐ I want a Hydrocrane demonstration.

Name .....
Company .....
Address .....
State ..... City .....

11-1-51

Letters . . .

(Continued from page 11)

will be glad to advise any individuals or groups on this problem of insurance and try to be of assistance.

L. G. Holmes, Insurance Mgr., Metropolitan Home Builders Assn., Chicago, Ill.

Where Can I Get It?

Sir: I have built nine 30x20 foot cottages of concrete construction and fully insulated, containing a living room, two bedrooms, a bath and kitchen. I have been unable to locate a good low-priced oil burning heating unit for them. Do you know of such a unit on the market today? Any help that you can give me in this direction will be much appreciated.

Harold Auten,
Bushkill, Pa.

Largest and best source of building products and their manufacturers can be found in the April, 1952 American Builder Catalog-Directory issue. This issue carries trade names of products, their manufacturers, and manufacturers addresses. On page D-26 you will find many manufacturers of oil and gas heaters. Furnaces, both gas-and oil-fired can be found on page D-21. We suggest that you write to these manufacturers for catalogs and price lists.

Plan Intrigues

Sir: The March issue of the *American Builder* illustrates a unique home with all utilities located in the center of the building. The plan intrigues me very much.

I am contemplating the construction of a new house within the next year or two, but haven't decided on a suitable plan up to this point. Consequently, a good portion of my time is spent at the library poring over building journals.

This plan interests me so much that I wish to obtain a copy of the magazine for more extensive study and contemplation. Evidently this magazine is printed exclusively for the building trade, and is not available at the newsstand, so I am enclosing 50 cents in stamps, and hope you will mail me a copy.

George E. Gilliland,
North Chicago, Ill.

Mr. Gilliland referred to *American Builder's* Blueprint House designed by K. Roderick O'Neal & Associates.—The Editor.

"As far as we're concerned, Dodge trucks are tops!"

...says **CHARLES BOYLE,** *President, North Texas Lumber Co., Richardson, Texas*

"For one thing, Dodge trucks are really sturdy," says Mr. Boyle. "They carry our *big* payloads easily. We work 'em hard, load 'em to the hilt—yet they give dependable service year after year. Advantages like high-capacity springs, plenty of load space, and lots of power make Dodge trucks just right for the lumber business.

"They're economical trucks to operate, too—and exceptionally maneuverable in any tight spot. We now use Dodge trucks exclusively. As far as we're concerned, they're tops!"

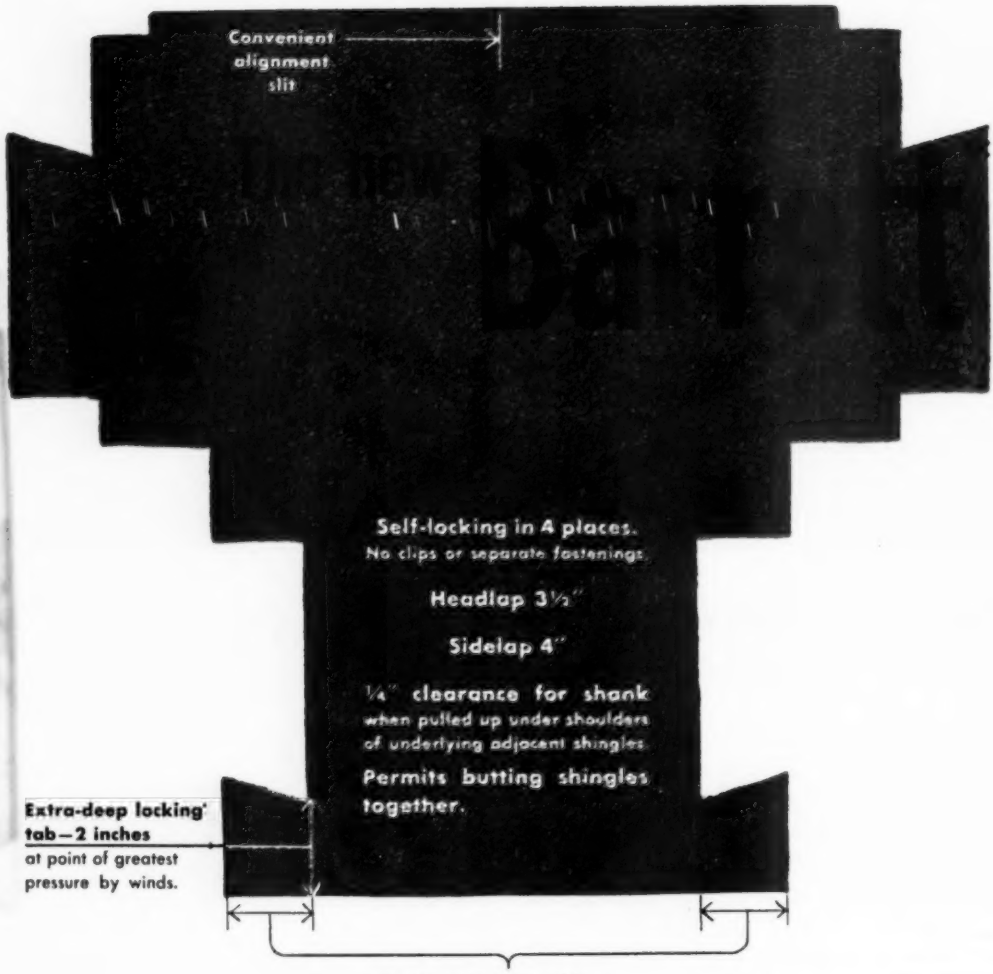
Mr. Boyle is only one of countless building-supply haulers across the nation who are solving their trucking problems with trucks engineered to fit the job . . . Dodge "*Job-Rated*" trucks!

You'll find that a Dodge "*Job-Rated*" truck offers better weight distribution that permits bigger loads without overloading. What's more, a Dodge has a big, high-compression engine with power aplenty to move those bigger payloads fast and at low cost. And Dodge is a *dependable* truck, too. You can count on low upkeep costs and long truck life.

Actually, there are a great many reasons why you'll find a Dodge "*Job-Rated*" truck to be "tops" on *your* job. Your friendly Dodge dealer is always ready with the facts you need to solve your hauling problems . . . so why not see him soon?

DODGE "Job-Rated" TRUCKS

Here's a shingle



Specifications

Size	*Headlap*	*Sidelap*	*Approx. wt. per sq.*	*Shingles per sq.*	*Bundles per sq.*
18½" x 20"	*3½"*	*4"*	*170 lbs.*	*96*	*3*

Nail requirements

Nails per shingle	*Nails per square*	*Gauge*	*Size*
2	*192*	*11 to 12*	*New work: 1"-1½"* *Old work: 1½"-1¾"*

that's sure to help you sell!

DURA-LOK shingle

Specially-designed for re-roofing in windy areas . . . it will help you get a bigger share of today's big re-roofing potential.

This competitively priced profit-maker is easy to sell, quick and easy to apply. And, like all Barrett products, Barrett DURA-LOK shingles are of assured high quality because Barrett exercises such careful manufacturing controls from raw materials to finished product. When you make a sale with a Barrett shingle you make a *customer* for life! Finest materials mean long-lasting roofs—and satisfied customers who are sure to do plenty of word-of-mouth selling for *you!*

Building your business is Barrett's business—Barrett's unmatched quality is backed by Barrett's unmatched sales promotion program and high-powered, big-league national advertising. All planned to help you locate prospects and close sales.

Remember: There's a Barrett shingle for every need! See the *complete line*—including a wide variety of "conventional" shingles as well as locking shingles.

Ask your Barrett salesman about S.I.S* roofing, EVERLASTIC* roofing, insulated siding, damp-proof coatings, roof cement and coating, sheathing and building papers, built-up roofing, rock wool insulation.

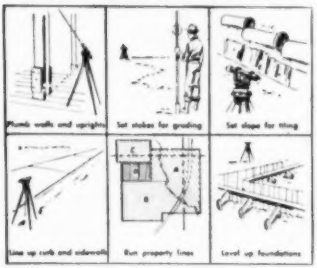
For the newest in roofing look to Barrett-the greatest name in roofing

*Reg. U.S. Pat. Off.

White Universal Level-Transit...

most versatile instrument you can own!

Indispensable for these jobs—and many more



ENGINEERS agree: you can do more jobs better — at lower cost — with the White "Universal" Level-Transit. The improved Model 3000 has internal focusing, coated optics, a guarded vertical arc. Plus all the other quality features needed to give you lifetime durability and accuracy. The price: *only $185**, complete with tripod. See your dealer, or write DAVID WHITE COMPANY, 311 W. Court Street, Milwaukee 12, Wisconsin.

DAVID WHITE COMPANY

We offer the most expert REPAIR SERVICE on all makes, all types of instruments.

**Price subject to change without notice.*

7197

ON and OFF the RECORD

INCENTIVE—Your differentiator—in this case the editor who differentiates between what is on the record and what is off the record—attended a Saturday noon luncheon a few weeks ago as a guest speaker, and saw the head of a construction company credit the accounts of his employees with a sum total of $44,000.

BENEFIT FUND—The meeting was the eighth annual of the employee benefit fund, which now contains approximately one-quarter million dollars. There are about 45 participants in the fund. No one participates until he or she has been in steady employment for a period of two years.

PARTICIPANTS—They include superintendents, foremen, carpenters, brick masons, laborers, timekeepers, truck drivers and office help.

TWO-WAY BENEFIT—It's a two-way gain. The company gains in highly increased efficiency, low labor turnover and resultant longevity of employment. The employees gain through sharing profits, and acquiring retirement funds. An employee may withdraw at any time without sacrifice of any of the amount of money credited to him.

PARTNERSHIP—Participants all feel that they have a personal stake in the welfare of the company. Rarely does a foreman or superintendent have to fire anyone. The rank and file take care of any man who does not hold up his end.

ACCIDENTS—These took a sharp drop soon after the plan was put into effect because all know that insurance rates rise sharply with numerous personal injuries, and this cuts profits and the amount available for the benefit fund at the end of the year.

THE MEETING—It was attended by the president and directors of the company, and legal, accounting and insurance counsel. Each made a short report, as did the employee member of the fund trustees—a carpenter. It looks like the perfect answer to the problem of partnership that should exist between management and labor. And it is probably the best refutal of socialism and communism.

MERCHANDISING—The Lumbermen's Service Bureau's recently announced merchandising package includes home plan books, 12-sheet calendars, farm service, national handbook, detailed blueprints, material lists and specifications, truck posters and business cards. These, added to Planning Your Individual Home, provide the complete merchandising package.

MINIATURE HOUSES—Johnson-Campbell Lumber Co., Fort Worth, Texas, has interested 36 high school boys in a contest to construct one-eighth scale houses from accepted house plans. While the announced incentive is a series of cash prizes, the company believes that the real value of the contest is to teach boys the fundamentals of building, and arouse their interest.

TEXANS—They are a great breed. The annual convention of the Lumbermen's Association of Texas opened at Galveston with humidity conditions at record worst. On the final day a drenching rain began to fall at noon. In spite of it, 300 conventioneers turned up at the meeting hall at the end of Pleasure Pier for the closing session. They were damp but gay.

WHAT YOU BUY—What you buy with the tax money you pay the Federal government may not always be clear. The Chicago Tribune, however, culled the following from a speech made by an official of the national production authority: "We are peaking our program philosophically but it is naive to assume the allotment program is an equity program unless the allotments are so abysmally low that they permit the agency to relax and allow market determination as a percentage of base period, sidetracking military return with adjustments. This is based on use levels proportionately and is in the market test sense. We now have a quantitative framework with marginal qualitative allocations to formalize the procedure for further refining and implementing of our objectives."

WHAT IT MEANS—We don't know, but it is offered for intensive study by anyone who wants to know why he pays taxes in support of the national production authority. A suitable award will be made for any reasonably acceptable explanation of what the speaker was trying to say. In case of a tie, two or more awards will be made.

WICHITA—In that city, if you want to know why you pay taxes, at least taxes to employ Eugene N.

(Continued on page 52)

DURAPLASTIC* scores another touchdown in Texas stadium

THE REFEREE is W. F. Swigert of Swigert Construction Company, Waco, Texas, contractor for Baylor University's huge new stadium. His verdict: "We are well pleased with the performance of Duraplastic in any type of construction."

Mr. Swigert says his firm has used Atlas Duraplastic air-entraining portland cement for years because "Duraplastic-made concrete is more workable, and there is less segregation of aggregates."

Important points! Duraplastic also minimizes water-gain, generally improves surface appearance, fortifies the finished concrete against the effects of freezing-thawing weather . . . and in paving, resists the scaling action of de-icing salts.

YET DURAPLASTIC COSTS NO MORE

It sells at the same price as regular cement and requires no unusual changes in procedure. Complies with ASTM and Federal Specifications. For descriptive booklet, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Ave., New York 17, N.Y.

NOTE UNIFORM SURFACE appearance of concrete in close-up of this stadium job. With Duraplastic, less mixing water is needed for a given slump. The mix is more plastic and more uniform; aids proper placement.

OFFICES:

Albany, Birmingham, Boston, Chicago, Dayton, Kansas City, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Waco.

*"Duraplastic" is the registered trade mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company

ATLAS® **DURAPLASTIC**

AIR-ENTRAINING PORTLAND CEMENT

A UNIVERSAL ATLAS PRODUCT

AD-D-139

Makes Better Concrete at No Extra Cost

"THE THEATRE GUILD ON THE AIR"—*Sponsored by U. S. Steel Subsidiaries—Sunday Evenings—September to June*

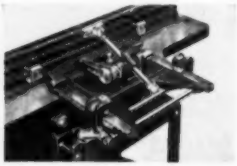
PERFECT!

For On-The-Job Cabinet Work

Equipped with Sealed-for-Life Ball Bearings

Atlas 6" JOINTER

New type fence mount assures fast set up — greater rigidity and accuracy.



Cutter head removes for sharpening blades without disturbing their setting!

Here's a good way to cut costs and increase profits on contracts this year. Use this Atlas jointer for all cabinet work — planing, edging, truing, rabbeting and beveling.

Two men can move it in (weighs 138 lbs. without motor) and you're equipped for faster, more accurate planing of doors, cabinets, drawers, and fine finishing of all kinds.

BIG, PRECISION-GROUND TABLE

You'll find the big work surface of the Atlas particularly useful. Table is 42" long. Solid two-way tilting fence is 32" long and 4½" high. Exclusive Atlas features include width of rabbet scale, simultaneous blade positioning, heavy 2¾" diameter removable cutter head.

Whether you use this Atlas jointer to "mass produce" your built-in units, or handle planing on the job, it's a real money maker. Send for latest catalog with complete details.

ATLAS PRESS COMPANY
639 North Pitcher St., Kalamazoo, Michigan

Atlas
DEPENDABLE QUALITY TOOLS SINCE 1911

On and Off the Record

(Continued from page 50)

Smith, Director of Service, all you have to do is ask him for the annual report of the building inspection department. It's a complete, intelligent, understandable report that provides a quick, accurate picture of just where the city stands with respect to the services it renders taxpayers, and what those services cost.

A LIBERAL—D. A. Huley, president of the Chamber of Commerce of the United States, recently stated it exactly right. He said, "The liberal individual of today is the man who wants to play the game of life with government in the role of umpire only. The liberal of today is a man who wants free opportunity for himself and would not deny it to anyone else either by law or other devices. The liberal of today is the man who holds the conviction that people are not just numbers in a card index file of super government. The real liberal of today is always against big government. He is against nationalizing industry. He is against Federalizing power production, even though he lives in an area enjoying benefits of such a plant at someone else's expense. The real liberal is against government ownership, government control and government restrictions."

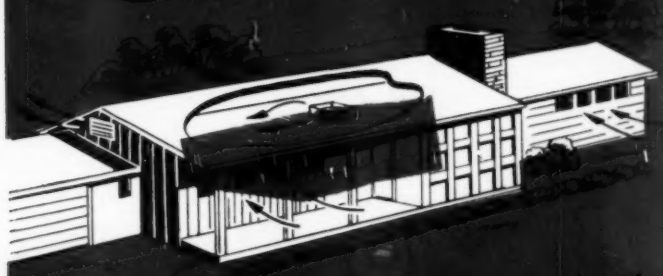
PUBLIC HOUSING—In Los Angeles, a police report shows that juvenile delinquency is higher in public housing projects than in privately owned developments. Police costs for adults in public housing projects was double in some cases.

NO SURPRISE—It should be no surprise to anyone. The cost of public housing to the alleged beneficiaries is the sacrifice of self-respect. It has always been true, and it always will be. Nothing in the world is free or ever can be. If the cost is not money it is something infinitely more precious—self-respect, initiative and pride, as in the case of public housing. Public housing is the worst plague ever visited on the children of the low income families, and one from which few of them ever will recover.

LEISHMAN—That is, Lathrop Leishman, prominent lumber dealer of Pasadena, Calif. In addition to many volunteer civic activities, he has been chairman of the Rose Bowl committee so often he has earned himself the unofficial title, Mr. Rose Bowl. It's easy to understand his prominence, once you see him conduct a meeting.

LAU

It's Good Business



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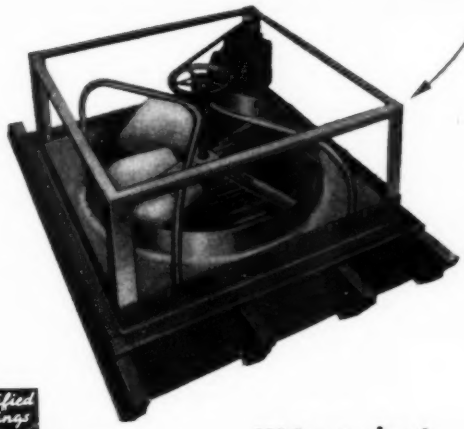
and here's why:

1. "Niteair" Fans help you sell homes more quickly and more profitably!
2. "Niteair" Fans give you a substantial return on a minimum investment.
3. "Niteair" Fans give you new prestige as a leading, modern, alert builder!
4. "Niteair" Fans add the "consumer-appeal" that means fast turnover for you!

This "Niteair" Rancher Fan



appeals to home buyers!
quick to install!
fully guaranteed!

- The Complete, efficient "Package" unit.
- Four sizes: 24" - 30" - 36" and 42"
- Sealed Ball Bearings never need oiling
- Rubber-cushion mounted; quiet, vibration-free
- Designed for homes with Low-Pitched Roofs
- Inexpensive, simple and easy to install

Certified Ratings AMA

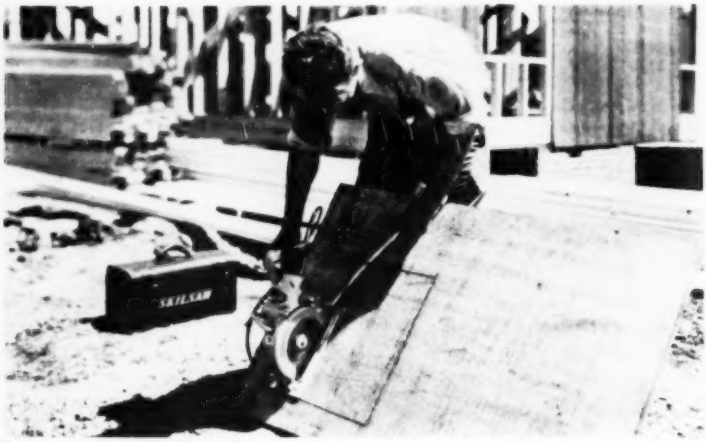
UL

Write today!

Ask for specification sheets #629 and #630 and Manual #601. Local LAU representatives can engineer fans to the specifications of homes you are building. Two-speed motors available on all residential fans.

THE LAU BLOWER COMPANY • *2023 Home Avenue, Dayton 7, Ohio*

TECHNICAL GUIDE for Builders and Craftsmen



WORKMAN uses portable electric saw to make a pocket cut in sheathing material. For interior board, saw is fitted with a fine tooth blade or a cut-off blade. For exterior board, a carbide tipped blade is used. This pocket cut technique eliminates the need for drilling a hole and using a keyhole saw

Data and illustrations courtesy Skil-saw, Inc.

How to Do Extra Jobs with a Portable Electric Saw

THE handy portable electric saw, which has become standard equipment for home builders, can be made to do a good many more jobs than builders realize.

This saw is commonly thought of in connection with framing or roofing work. In addition to framing, it will cut materials such as light gauge steel, flat or corrugated aluminum, asbestos cement, asphalt roofing and siding, gypsum plank, marble, tile, concrete block and a number of other materials.

ABRASIVE cut-off wheel makes short work of slitting a concrete block. Greater speed in laying is obtained with a clean edge at the cut

Several materials can be cut with the same blade or abrasive disc. Where a change is required in blades it can be made in about a moment or two.

Following are a number of building materials other than wood, with methods of cutting them by means of an electric powered hand saw:

ALUMINUM: Use of a hollow ground metal slitting blade is advised for light gauges such as mouldings, corner strips and thin, flat or corrugated sheets. For heavier stock a cutting blade with a different tooth design should be used. Rubbing beeswax on the blade eliminates binding. For cutting thin sheets, the adjustable foot of the saw should be set low to avoid kicking up of the edge on entry of the cut.

ASBESTOS CEMENT: (Flexboard, Cemesto, Transite): For production cutting, use a carbide tipped blade. This should be kept sharp to prevent tooth breakage. Where the job does not justify the cost of a carbide tipped blade, abrasive discs may be used. If dust is a hazard, use a diamond grit blade with a water feed attachment.

BRASS: A metal slitting blade, the same used for cutting aluminum, will cut this material. For heavy cuts or production work an undersize blade is advised to minimize the load on the saw. A lubricant is helpful for all metal cutting operations.

COPPER: The same metal slitting blade used for

(Continued on page 56)

COLD FEET...

Dampness, Tremendous Heat Loss, Peeling Paint, Timber Rot, are the Products of Usual Crawl Space Construction

Nature's Law: Heat flows to cold in any direction by Radiation and Conduction.

So warm walls, ceilings, furniture, people, even dust particles, transmit *downwards* invisible energy rays through the air to a cold floor where they are absorbed, turned into heat, and conducted down. Also, heat flows *down* by direct conduction through solids, wherever walls, furniture and people touch the colder floor.

How to prevent condensation and timber rot, conserve heat and create foot comfort, are explained by the National Housing Agency. Its "Technical Bulletin No. 38" reports numerous tests in which the National Bureau of Standards subjected multiple aluminum surfaces in crawl spaces to dampness from below, deliberate fogging, and tremendous temperature drops. To quote some of the findings:

DEWPOINT NEVER REACHED

"The temperature of these surfaces was observed to be above the dew point of the contacting air under all test conditions."

"With average outside air temperatures between 30.9 and 32.2 degrees F., the temperatures of the upper surface of the insulation remained above the dew point of the air to which it was exposed by 12.5 to 15.7 degrees F.," with only 2 layers having 4 aluminum surfaces, forming 3 reflective spaces.

"When the outside temperature dropped from 56.3°F. to 31.4°F. in six hours, the insulation temperatures remained above the dew point by 14.6 to 10.3°F. When the ambient temperature was dropped from 39.2°F. to 9.2°F. in 24 hours, the insulation temperatures remained above the dew point by 12.9 to 5.8°F.," with only one layer of insulation, two reflective surfaces and spaces.

CONDENSATION CANNOT OCCUR

"As a further indication of lack of condensation, the upper surface of the upper layer of insulation was deliberately fogged during several of the tests. Each time the surface of the insulation was so fogged, the condensed moisture disappeared within 5 to 10 minutes."

"The results indicate that condensation would not occur between the floor and the insulation or between the two layers of insulation during any probable winter conditions."

"Reflective insulation produces a marked rise in the temperatures of the floor surface."

ORDINARY INSULATIONS SPILL OUT

Vapor flows from areas of greater density to those of lesser. The lower its temperature, the less vapor can air retain in suspension.

Ordinary insulations, including asphalt paper covered ones (asphalt is not impervious to vapor, only to moisture), get soaking wet in crawl spaces, because of condensation on the fibres from ambient vapor, and vapor flow from the earth below and the building above. So they tear at the staples and elsewhere because of wetness and added weight, and spill their contents to the earth, unless a costly support is built underneath, in which case timber rot is fostered by the wet mass.

Multiple accordion aluminum sheets weigh less than 1 oz. per sq. ft., are impervious to vapor, are non-condensation-forming, do not absorb nor retain any moisture, need only staples for support. They bar heat flow by RADIATION with their 3% absorptive and 3% emissive surfaces. Practically no heat flows by CONDUCTION through their multiple air spaces for air is a poor conductor. There is no CONVECTION heat flow downwards.

NON-CONDENSATION FORMING INSULATION

One commercial form of multiple accordion aluminum, Infra Insulation Type 6, is pre-fabricated with three sheets of tough aluminum and two separating fibres to automatically form six reflective spaces, six fully reflective surfaces, as it is stapled in place, simply and speedily. Infra Type 4 provides 4 reflective spaces. For shallow structural spaces (less than 2") especially under floors, Type 4 Jr. is suggested.

For a more detailed discussion of the principles of heat and vapor flow and their practical application to the prevention of heat loss, discomfort and destructive condensation, consult "Technical Bulletin No. 38" and Alexander Schwartz's "Simplified Physics of Vapor and Thermal Insulation." Copies of either or both sent FREE.

INFRA THERMAL FACTORS, DOWNHEAT

Type 6 C.044 R22.72 = 9" Dry rockwool
Type 4 C.065 R15.38 = 6" Dry rockwool
Type 4 Jr.* C.097 R10.30 = 4⅕" Dry rockwool
***In 1" space.**

INFRA INSULATION, INC.

525 Broadway, New York, N. Y.—WORTH 4-2241

INFRA INSULATION, INC., 525 Broadway, N. Y. C. Dept. B6

☐ Please send FREE "Technical Bulletin No. 38." ☐ Send FREE "Simplified Physics of Vapor and Thermal Insulation," new revised edition. ☐ Send Prices of Infra Insulations. ☐ Send Sample.

Name_____

Firm_____

Address_____

Portable Saw

(Continued from page 54)

cutting brass and aluminum is recommended for cutting copper. For production cutting on heavy gauge ½-inch or thicker, a special slow speed saw is recommended.

INSULATING BOARD AND FIBER BOARD: A fine tooth blade or a cut-off blade is advised for interior board. On long cuts, miter blades will provide smooth cuts without excessive heating. These boards should be cut face down, with the cut made slowly. Boards should be well supported to prevent breakage. For exterior asphalted board, a carbide tipped blade should be used.

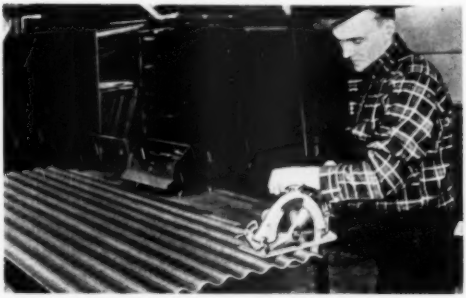
ASPHALT ROOFING AND SIDING: A carbide tipped blade will provide fast, efficient cutting. Wiping the blade with kerosene is necessary to keep the blade from gumming up with asphalt.

TILE PIPE AND BLOCK: Abrasive cut-off wheel or a diamond edge wheel with a water feed attachment will cut this material. The diamond edge wheel with water feed attachment cuts faster and costs less in the long run but the initial cost is higher. A radial support is advised for production work.

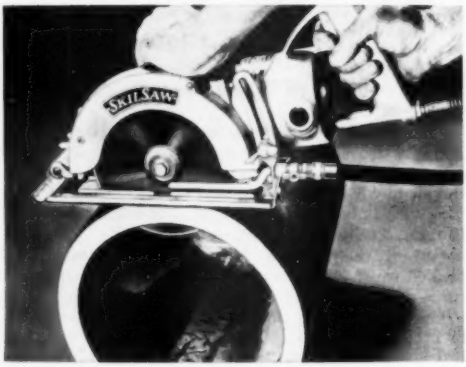
MIRAWAL: A metal slitting blade, such as is used for aluminum, brass, copper, etc., is used for cutting this material. Approximately 175 feet of material can be cut before sharpening.

PLASTIC LAMINATED SHEETS: (Formica, Micarta, Consoweld, etc.): For intermittent cutting, a mitre blade is used. A fine tooth blade can be used wherever it is necessary to cut this material face up. For heavy duty use an 18-tooth carbide tipped blade is recommended. A strip of wood should be used as a guide to obtain a straight cut.

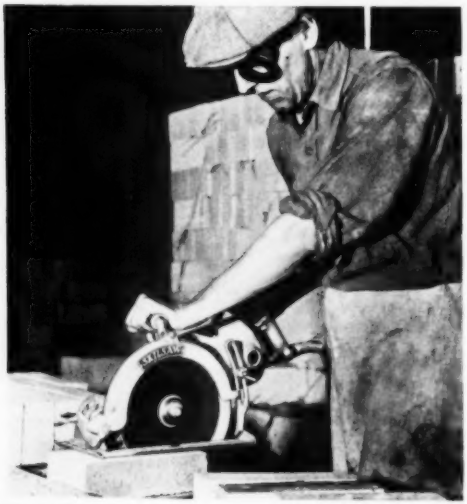
As a result of past experiments certain general recommendations are made. For example, the use of protective goggles is advised in all operations involving use of abrasive discs. Proper blade selection is important. Proper grounding of tools is essential to maximum safety in operation. When an electric tool is used with a water feed attachment, the precaution of wearing rubber gloves and boots must be taken.



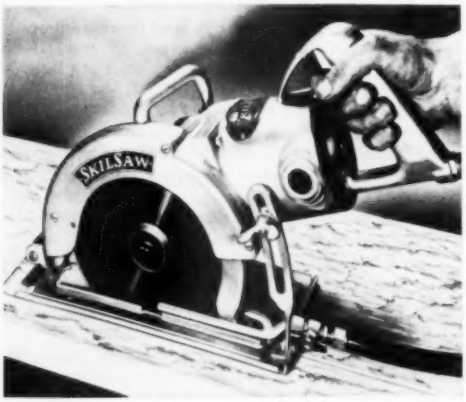
CUTTING asbestos cement board is made easier with a portable saw, fitted with a carbide tipped blade



SOIL PIPE cut with a portable saw fitted with an abrasive cutting disc. Note water feed attachment



STRAIGHT edge cuts in brick are achieved with the aid of an electric saw and abrasive disc. Quality work and reduction of waste dictate this method in preference to breaking brick



HARD-TO-CUT marble yields to portable electric saw fitted with abrasive disc. A water feed attachment is used here also

Ever wonder why they stain BOTH sides of CEDAR SHAKES?

Although the back sides of cedar shakes are concealed from view after application to a wall, it is of paramount importance that this unseen surface be prime-coated with protective stain. Back-priming equalizes the surface tension throughout, serves to prevent curling, makes the shakes lie flat to the wall.

But most important, back-priming with quality stain acts as a barrier to moisture, the moisture which might otherwise seep through the wall from the inside of a house to form blisters on the exterior. Yes, this protective color coat on the *back* of each pre-stained cedar shake is your key assurance against exterior surface cracking, checking, and the formation of unsightly, troublesome blisters. You can build with confidence when you build with *pre-stained* cedar shakes.

Back-priming protects against moisture transmission, solves the problem of checking, blistering, cracking of exterior wall color surface.

STAINED SHINGLE & SHAKE ASSOCIATION
4403 WHITE BUILDING • SEATTLE 1, WASHINGTON

Coffman's Adjustable Size Ornamental Iron Grilles

AMERICA'S BIGGEST VALUE!

86 N
for Single Panel Screen Doors

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for Combination Storm Doors

Coffman *adjustable size* Screen Door Grilles are *value packed* . . . for you, for the consumer! True ornamental iron scrolls . . . embossed birds and leaves . . . white enamel finish. Nos. 86N and 87N: for single panel screen doors, one size, adjustable from 22¾" to 30" wide by all stock heights to 58"! Nos. 86S and 87S: for combination storm doors, one size, adjustable from 19" to 23" wide by all heights to 48"! Yours for greater profits at Lumber and Building Supply dealers everywhere.

COMMON SENSE CALLS FOR COFFMAN

Flush or Recess Mounting. Optional with Nos. 86S and 87S Grilles. Attachment clips for Flush Mounting are included.

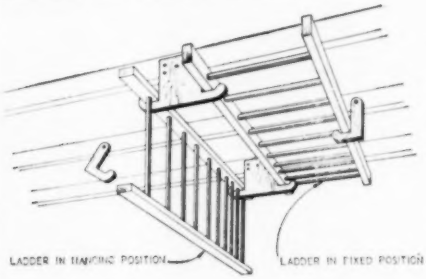
FREE **Write for descriptive catalogue and information on the complete line of Coffman Grilles**

America's Largest Manufacturer of Ornamental Iron

R. G. Coffman Co.
Dept. A-1
ORLANDO, FLORIDA

TECHNICAL GUIDE for Builders and Craftsmen

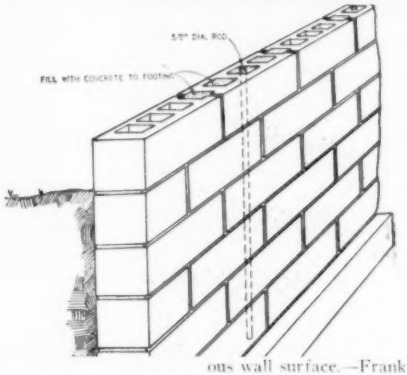
Storing Extension Ladders



This method of storing extension ladders on the ceiling of a garage or other area where the ceiling joists are exposed is very convenient.

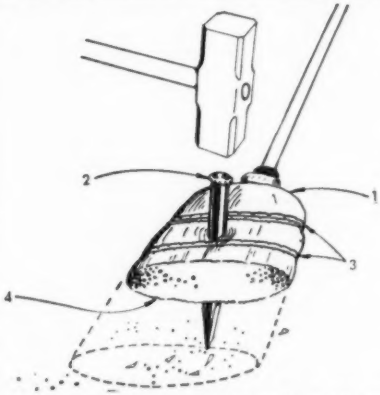
Two stationary twin hook hangers are located two feet from the end of the ladders with a single hook which swings on the opposite side of each ladder.—M. Brumbaugh, Elkhart, Ind.

How to Stop Concrete Block Wall from Cracking



Place a 5/8-inch round reinforcing rod in one of the voids of the concrete block for the full height of the wall. The voids that contain the rod are to be filled with a mixture of sand and cement, well tamped. Fill the two voids on both sides of the one that contains the rod from footing to top of wall. Repeat this procedure for every ten feet of continuous wall surface.—Frank Clasen, Waseca, Minn.

A Chisel Holder for Breaking Concrete

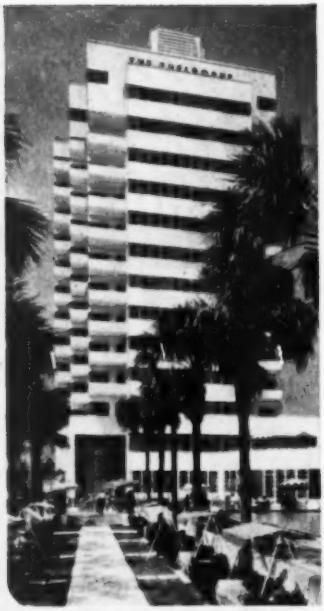


In breaking concrete with a chisel, the danger of hurting the one holding the chisel may be eliminated in the following manner:

The chisel is forced through the side of the straw of an old broom (1) at the top part where the straw is held together by cord binders (3). The chisel (2) is held firmly in the broom (1) and can be held and maneuvered by holding onto the broom handle and keeping at a safe distance while another man swings on the chisel with a heavy hammer. If the chisel becomes loose in the broom after some time it may be withdrawn and inserted in a new spot. It may be best to cut off the loose ends of the broom straw as at (4).—Warren W. Howe, Longview, Wash.

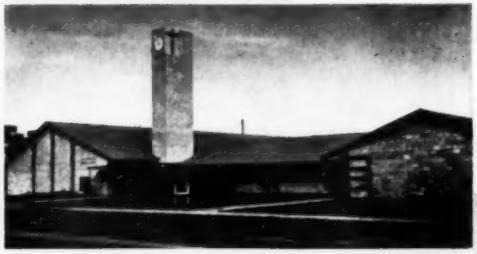
CONCRETE MASONRY is the Ideal Building Material for ANY Type of Structure

NOTE THE BEAUTY of Vibrapac block. Made in a variety of pleasing designs, textures and colors.



One of many Miami Beach hotels built with Vibrapac block.

Resists Wind and Weather... Frost and Fire Adds *Beauty* and *Permanence* at Low Cost



More and more churches are being built with Vibrapac block.

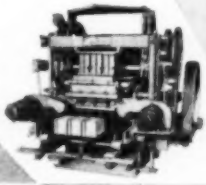
School building with interior and exterior exposed Vibrapac block.

In the full range of building construction, from a small unit to a multi-story skyscraper, you'll find that concrete masonry excels as a building material. It is armored against age, climate, fire, weather, termites, rodents, tornadoes, hurricanes and floods. The dry, sound-conditioned walls and floors promote good health and restful quiet. Owners of concrete masonry structures are assured of a low initial cost . . . minimum of upkeep . . . easier financing . . . and lower insurance rates. Get all the facts. Write today for literature and names of Vibrapac-equipped plants in your area.

BESSER MANUFACTURING CO.
ALPENA, MICHIGAN, U. S. A.

Made on a Vibrapac

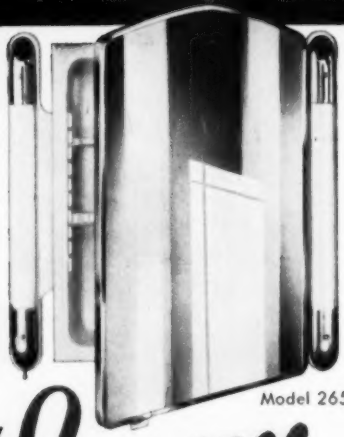
All sizes of high-quality masonry units of any desired texture or density are made on a Besser Vibrapac, using one set of Plain Pallets. The Vibrapac is fully automatic. No machine operator is required.



BESSER

BATCH MIXERS | SKIP LOADERS | BLOCK & BRICK CUBERS | SUPER VIBRAPAC | SINTERING PLANTS | ACROW CENTERS | ROOF TILE MACHINE

A *Beautiful*, LOW-COST FLUORESCENT LIGHTED CABINET...



Model 2654-80

by *Lawson* with OUTSTANDING QUALITY FEATURES!

★ One-Piece Drawn Steel Body
★ Bonderized after Forming

- Baked White Enamel Finish
- First Quality Plate Glass Mirror
- Full Length Piano Type Hinge
- Snap-in (no screws) Electrical Inspection Plate
- Stainless Steel Mirror Frame
- Convenience Outlet for Electric Razor, etc.
- Bar-Type Door Stop
- Razor Blade Disposal Slot
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Write for Catalog on Lawson Bathroom Cabinets, Lavatory Mirrors and Chrome Accessories . . .

THE F. H. LAWSON CO.
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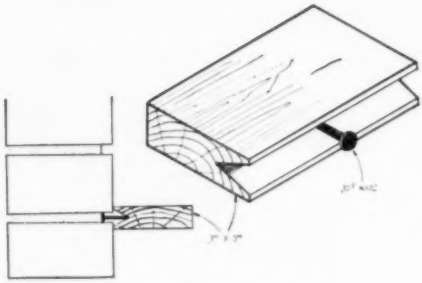
WORLD'S LARGEST BUILDERS OF BATHROOM CABINETS

Lawson BATHROOM CABINETS

134 YEARS

How would *you* do it?

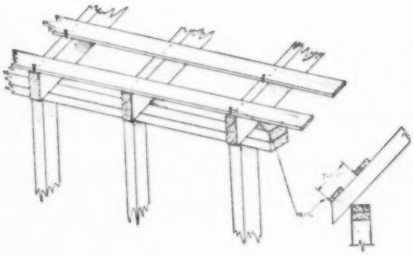
Ideas for the man on the job



How to Make a Rake-Out Tool

A rake-out tool for raked out joints in brickwork can be made very simply and at a small cost.

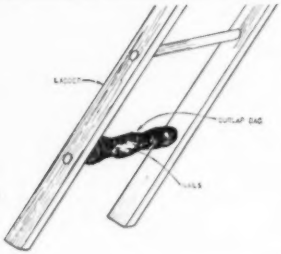
Obtain a piece of 1 x 3 lumber about five inches long. Cut a vertex in one end and insert a 10d nail in the vertex. Let the nail head protrude to the depth of the joint to be raked.—William Lollini, Tiltonsville, Ohio.



Placing Spaced Shingles on Roof

When putting spaced sheathing on roof, it will go on easier if a nail is driven every 7¼ inches on several of the rafters. In this manner the sheathing can rest against the nails, keeping equal space between the boards for nailing on shingles or shakes. After covering roof, drop back and nail.—W. J. Locke, Pacific Grove, Calif.

Common Sense for the Man on the Job



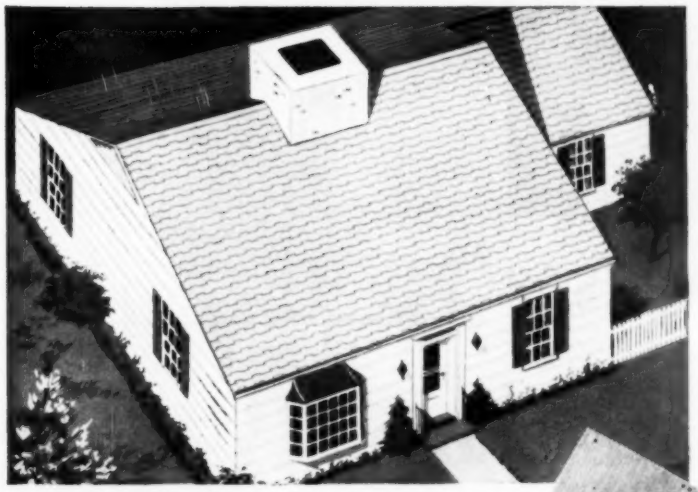
Wrap a burlap bag around the bottom rung on a ladder. Before climbing, wipe off shoes on the bag to avoid slipping and falling. —Arnold Springman, Montoursville, Pa.

To those who build or remodel—

ASBESTONE

ROOFING SHINGLES

are easier to sell—and sure to last



Check these Features of ASBESTONE!

- **Beautiful**—adds distinction and value to any building
- **Durable**—lasts a lifetime
- **Economical**—moderate initial cost—practically no upkeep
- **Fireproof**—absolutely incombustible
- **Weatherproof**—does not rot, rust or corrode
- **Termiteproof**—no organic matter for termites to eat
- **Insulating**—homes are snug in winter, cooler in summer
- **Easy to apply**—on new houses or over old roofs

AND More and More Beautiful Homes Have ASBESTONE Siding Shingles — deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

Modern!—ASBESTONE Wallboard

For homes, stores, offices—For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250"

AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal—Popular diamond pattern—in a smooth finish

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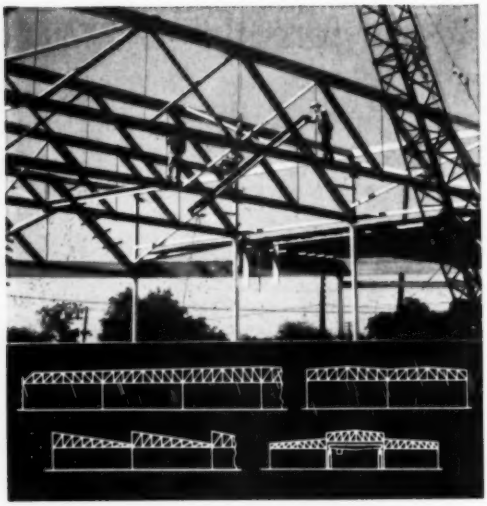
Specialists In Asbestos-Cement Building Products For Over 25 Years



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of heavy monochord construction for your clear span buildings . . .

Economy of timber, safety of heavy timber construction and dimensional stability of thoroughly seasoned wood are combined in these Tim-Flat parallel chord trusses. They provide permanent, maintenance-free buildings and large areas of clear floor space.

"Shop grown" of kiln dried material by Timber Structures, Inc., pioneers in glued lamination, chords of the Tim-Flat truss are thoroughly seasoned at the outset. When used in conjunction with suitable materials for walls and roof decking, the Tim-Flat qualifies as mill-type construction, provides effective resistance to destruction by fire, earns favorable insurance rates.

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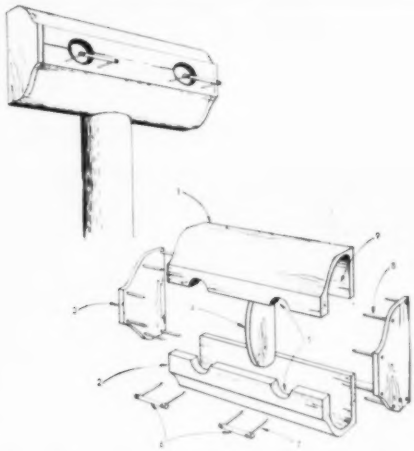
How would *you* do it?

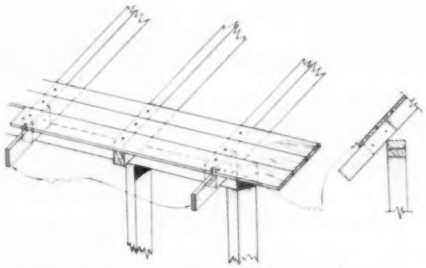
Ideas for the man on the job



Bird Houses from Gutter Stock Ends

Easily built bird houses may be made from left-over ends of wood gutter stock. They may be made in single or multiple units.

Two pieces of gutter stock are cut the same length—five or six inches, the required length for a single house. One section of gutter (1) is placed upside down on top of the other gutter section (2). A partition (4) is scribed and cut from ¼-inch plywood to fit cavity between each unit of multiple houses. Two pieces of ¼-inch plywood are scribed and cut to fit the outside contour and form the ends of the house (3). Entrance holes or doorways are drilled in the center of each unit and are big enough for the particular bird that is expected to occupy the house. A perch (6) is placed under each doorway (5). These are fastened to the house by long nails (7) which are driven all the way through the stick and then only a short way into the house.—Warren W. Howe, Longview, Wash.



Placing Solid Sheathing on Roof

To hold a true line when putting solid sheathing on the roof make up a template and nail template to the ends of several rafters, allowing whatever overhang is necessary to conform to the design of the house. Let sheathing rest against the projecting nails as indicated in drawing, thus keeping a true line.—W. J. Locke, Pacific Grove, Calif.

CORBIN HARDWARE

helps you sell homes-quicker!

When prospective buyers see the CORBIN name on home hardware, it makes a good impression . . . FAST! Other things being equal, the Corbin-equipped house is preferred to one with shoddy hardware. That's why it pays to specify this nationally advertised line of superior builders' hardware. Its handsome appearance and fine "feel" makes Corbin hardware an important part of the overall quality picture . . . adds little or nothing to overall costs.

Always insist on* CORBIN *hardware in the homes* YOU *build.

Corbin Hardware is NATIONALLY ADVERTISED in

The Saturday Evening Post
Better Homes & Gardens
Small Homes Guide
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GOOD BUILDINGS DESERVE GOOD HARDWARE

CORBIN®

P. & F. CORBIN Division

The American Hardware Corporation **New Britain, Connecticut, U. S. A.**

Speed like this pays off big!

"3 TIMES FASTER than hand tying with wire," reports this big mid-west builder. He uses Bostitch P7 stapling pliers to "hog-ring" wire mesh together before pouring gypsum on flat roofs. It's a one-hand operation . . . and with gloves on, at that! Worth looking into, isn't it?

"4 TIMES FASTER than hammer and nails," says this wall tile specialist. Here, one of his men uses a Bostitch H2B stapling hammer to fasten metal lath to bathroom walls. Notice fast, easy, one-hand operation! Why not speed up your next metal lath job this easy way?

"TWICE AS FAST as hammer and nails," agree thousands of satisfied users of Bostitch T5 stapling tackers. Here three of them make short work of a ceiling tile job . . . and without fear of hammer-marring or finger-marking surfaces. This quick, easy method will cut your costs, too!

SAVE TIME, TROUBLE AND MONEY with Bostitch stapling hammers, tackers and pliers. You can choose from a complete line designed to speed up your roofing, insulating, lathing, paneling and screening jobs. The coupon below will bring you all the cost-cutting facts . . . fast.

BOSTITCH®
fastens it better, AND FASTER with wire
ALL TYPES OF MACHINES FOR APPLYING STAPLES
ALL TYPES OF STAPLES APPLIED BY MACHINES

ATTACH THIS COUPON TO YOUR LETTERHEAD

BOSTITCH, 562 Mechanic Street, Westerly, Rhode Island

I'm interested in more information about time-saving, cost-cutting Bostitch machines for applying:

☐ **Insulation** ☐ **Paneling** ☐ **Building Paper**
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List other applications: .....

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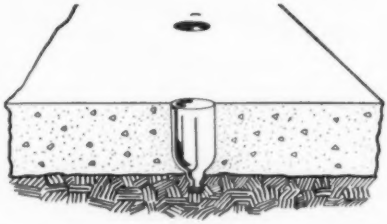
City ..... Zone ..... State .....

How would *you* do it?

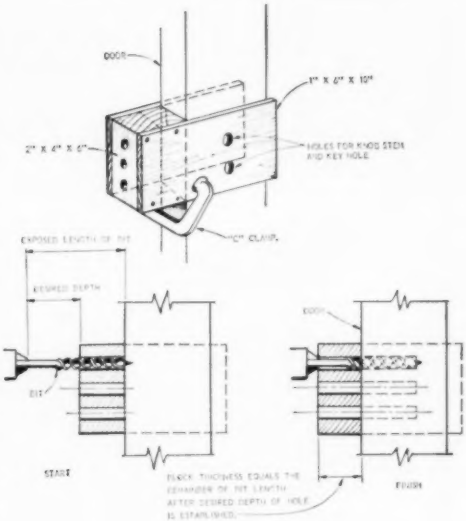
Ideas for the man on the job



How to Provide for Future Post Holes in Concrete

When pouring a concrete driveway or sidewalk, and having in mind the installation of a future fence, holes for posts can be provided in the following manner:

A bottle of heavy glass construction with an inside diameter large enough to accommodate the future post is inserted upside-down in the concrete so that the bottom of the bottle is just a fraction below the level of the top of the concrete. When the post is to be put in, knock out the bottle with a hammer or heavy bar and insert post.—Warren W. Howe, Longview, Wash.



How-to-Make a Mortising Gauge

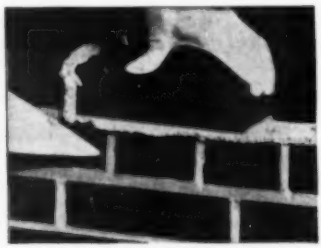
The mortising gauge is made of two pieces of 1 x 6 boards, each approximately 10 inches long, and a 1¾ x 6-inch block about six inches long. These members are assembled as shown in sketch. The holes are bored as shown. Insert the bit in the brace and drill the entire depth. Depth of hole is controlled by the depth of the block. This gauge would apply to only one thickness of door. For a 1⅜-inch door, make adjustments in the thickness of the block. —Joseph Weislo.

GET BETTER BRICKWORK WITH BRIXMENT!

Good workmanship requires that all head joints in both face brick and back-up work be *completely* filled with mortar, by any of the three methods pictured below.

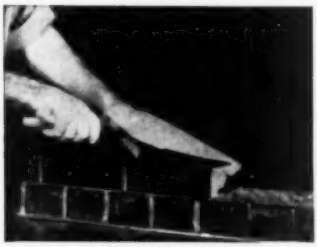
Method 1. Plenty of mortar should be thrown on the end of the brick to be placed.

The brick should then be pushed into place.



So that the mortar oozes out at the top of the head joint.

Method 2. A dab of mortar should be spotted on the corner of the brick already in place.

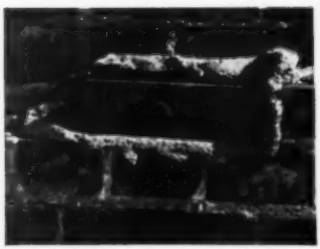


Then plenty of mortar should be thrown on the end of the brick already in place.

So there will be more than enough mortar to fill the joint completely when the next brick is pushed into place.

Method 3. A full trowel of mortar should be thrown on the wall.

Then the brick should be shoved into this deep bed of mortar.



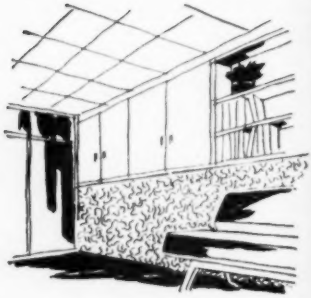
So that the mortar oozes out at the top of the joint.

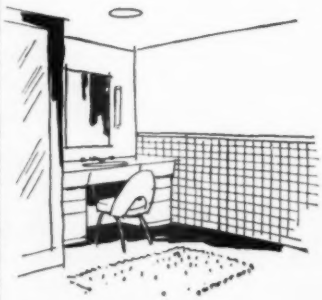
BRIXMENT permits the bricklayer to do the kind of work pictured above. It does not stiffen up too fast, when it hits the brick. It remains rich and plastic long enough to allow the bricklayer to place the brick, easily and accurately

In addition to its greater plasticity, Brixment mortar has higher water-retaining capacity and bonding quality, and greater resistance to freezing and thawing. Because of this *combination* of advantages, Brixment is the leading masonry cement on the market.

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE 2, KENTUCKY

special effects with special surfaces!





MASONITE

LEATHERWOOD

All the rich beauty and texture of true Spanish-grain leather—at a fraction of the cost! There's no end to the places where Leatherwood can be used with striking effect. No end to the handsome solid colors or tone-on-tone colors it accepts and holds permanently. No wonder more and more builders and owners use this all-wood hardboard panel.

Here are some of the more popular applications:

- **Floor-to-ceiling walls**
- **Wainscots, dadoes**
- **Flush doors**
- **Cabinet doors**
- **Valances, soffits**
- **Decorative trim**
- **Store displays**
- **Store counters, ledges, partitions**
  —and many more!

TEMPRTILE

Extremes in temperature and humidity don't bother eye-pleasing, easy-to-clean Temprtile.® Smooth, clean score-lines in 4" squares create a smart-looking pattern that resembles ceramic tile. Finishes beautifully. Hint: A striping brush or tool can put a neat, contrasting color in the score-lines.

Here's where this all-wood hardboard panel works wonders:

- **Kitchens**
- **Bathrooms**
- **Laundries**
- **Recreation rooms**
- **Laboratories**
- **Meat markets**
- **Rest rooms**
- **Hospital service rooms**
  —and many more!

Remember! Both these *special-surface* Presdwood® hardboards are tempered for extra strength, durability and resistance to abrasion. Both work well in new construction or remodeling (over solid backing). Both are cut and fit with ordinary tools. Both are powerful aids in pleasing more customers.

better hardboards for better building

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"Masonite" signifies that Masonite Corporation is the source of the product

Builders—and buyers—like

BRIGGS *Beautyware*

. . . because it's free from trouble!

Everyone likes Briggs Beautyware! There are many good reasons why builders like it! All unnecessary dead weight has been eliminated—it's easier to handle. Exact dimensions make it easier to install. The Briggs tiling-in flange prevents leaks—cuts costly, time-wasting repairs after a house is finished! Special under-tub framework ensures permanent level installation independent of wall support. Briggs fixtures cut costs—increase profits! Briggs Beautyware pays off in satisfied customers, too! Home owners really like its beauty, durability and economy. So let your business reputation grow with Briggs Beautyware plumbing fixtures. These days, more and more modern builders are finding they *can't go wrong* installing Briggs Beautyware in all their homes!

BRIGGS MANUFACTURING COMPANY • 3001 MILLER AVENUE • DETROIT 11, MICHIGAN

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BEAUTIFUL NON-FADING COLORS

The famous Briggs Beautyware decorator colors are widely known through advertisements in leading magazines across the nation. Give your customers Sky Blue, Sea Green, Ivory or Sandstone (shown at top). Prices are only slightly higher than plain white.

EASIER TUB INSTALLATION

There is no need to cut and fit adjoining wall tile when installing a Briggs Beautyware bathtub. The newly redesigned Briggs tubs have a perfectly vertical edge at the panel ends—simplifying and speeding installation.

ACID-RESISTANT LUSTER

Briggs makes only one quality — the best. *Every* piece of Briggs Beautyware is thoroughly resistant to medicines, washes, lotions and acids normally found in the home. Fixtures look new longer! Owners are delighted!

SCHLAGE CYLINDRICAL LOCKS...Time-Proven

Schlage Dependability—proven by 25 years service—makes Schlage Locks leading choice for today's important buildings

PEACHTREE—SEVENTH BUILDING

EQUIPPED WITH SCHLAGE "NOVO" DESIGN LOCKS

Peachtree—Seventh Building, Atlanta, Georgia
Architects, Alexander and Rothschild
Contractor, Charles R. Mossell
Owner-Builder, Benjamin J. Mossell

"The proved, low-cost maintenance record of Schlage Locks was an important factor in our final selection"—Alexander and Rothschild, architects.

SCHLAGE®

THE *Time-Proven* CYLINDRICAL LOCK

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Increase Home Saleability with the

Creo-Dipt OPTIONAL KOLOR PLAN

Gives Your Customers THEIR CHOICE of 20 Beautiful Sidewall Colors

The Creo-Dipt Optional Kolor Plan for stained red cedar shake sidewalls is based on the use of Creo-Dipt Pryme-Shakes factory stained in one specially formulated prime color. Creo-Dipt Fynal-Kolor, available in twenty modern pastel and deep-tone shades, is supplied for a finish coat on the job. Pryme-Shakes and Fynal-Kolor are sold as a unit at no more than the cost of conventional stained shakes. But by use of a unique certificate ordering system, Fynal-Kolor can be requisitioned independently of the Pryme-Shakes.

BUILDING WITH PRYME-SHAKES REDUCES LABOR TIME FOR SHAKE APPLICATION AND TRIM PAINTING ...ELIMINATES WASTE AND DELAYS

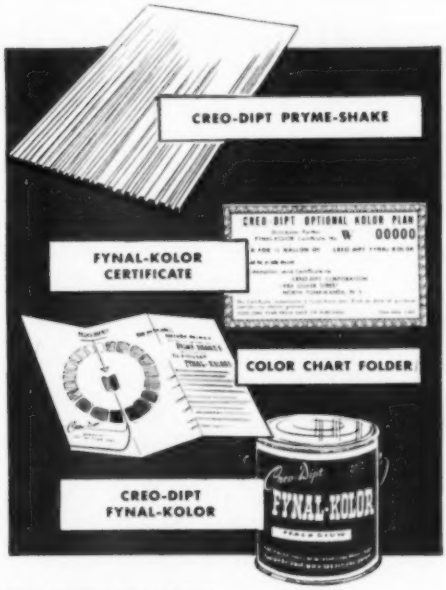
Pryme-Shakes need no special care or protection since the Fynal-Kolor coat will cover all constuction blemishes. Available in local stocks for immediate delivery. No waiting for special colors, no color match problems on the job. Shakes left from one house can be used on the next without regard to finish color.

CONVENIENT FYNAL-KOLOR CERTIFICATE SYSTEM PERMITS CUSTOMER CHOICE OF TWENTY GORGEOUS FINISH COLORS

For each square of Pryme-Shakes purchased you receive a cerificate in lieu of Fynal-Kolor. Free color charts are furnished you for customer color selection. When Fynal-Kolor is wanted, you send in the necessary certificates and shipment is made at once direct to job site.

SCIENTIFICALLY FORMULATED FYNAL-KOLOR IS EASY TO APPLY...ASSURES A UNIFORM AND PERFECT JOB

Made especially for use with Pryme-Shakes only, Fynal-Kolor may be brushed or sprayed just as it comes from the can. One coat produces an even color tone, eliminating color variation complaints and assuring complete customer satisfaction.



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CREO-DIPT CO., INC.—Dept. AB-62
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Gentlemen:
Please send me full information including data sheet and sample color chart folder for the new Creo-Dipt Optional Kolor Plan.

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PROSPECTS FOR LOW-COST HOMES WANT THE BENEFITS OF OAK

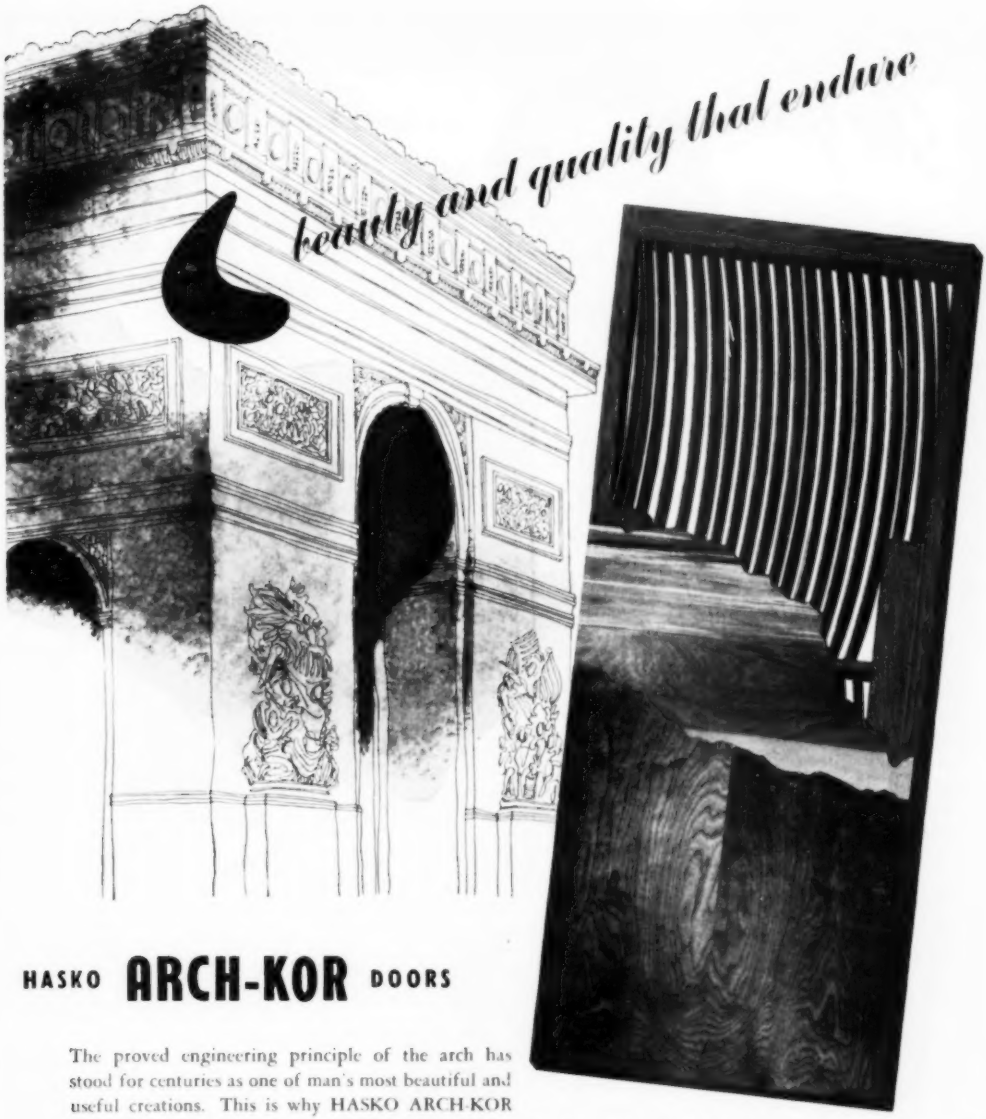
Only oak provides all the basic flooring needs—durability, economy, beauty and "healthfulness".

The fact that prospects are interested in low-cost homes does not mean they are willing to forego the basic fundamentals that all homes should have—"healthfulness", durability and economy.

Oak is one material that need not be eliminated because now oak can be laid over concrete slabs. New methods of laying oak over screeds set in mastic* mean that even the lowest cost homes can have oak. There are also grades of oak priced for low-cost units.

Buying new furniture does not mean buying new floors—when the house is equipped with oak. That is one reason 85% of all prospective homeowners want oak in their next home. Oak is the only flooring that "goes" with all color combinations, all furniture styles.

*WRITE NATIONAL OAK FLOORING MFRS. ASS'N., STERICK BLDG., MEMPHIS 3, TENN., FOR FREE, FHA-APPROVED INSTRUCTIONS FOR LAYING OAK OVER CONCRETE.



The ARCH-KOR construction assures resistance to warping and complete support of the faces of the Hasko doors.

HASKO **ARCH-KOR** DOORS

The proved engineering principle of the arch has stood for centuries as one of man's most beautiful and useful creations. This is why HASKO ARCH-KOR DOORS, utilizing the strength of the arch, and only the finest of materials and craftsmanship in their construction, have been of similar value in building and upholding the wholesalers' and retailers' reputations as suppliers of quality materials.

Because there is always a demand for quality, HASKO DOORS have risen to a position of top leadership in their field . . . another proof of their worthiness of your endorsement and use. ***Ask your supplier for HASKO DOORS.*** Write for complete information.

HASKELITE MANUFACTURING CORP., Grand Rapids 2, Mich.

Hasko ARCH-KOR and SOLID-KOR Flush Doors are available faced with birch, mahogany, oak, maple, walnut, and gum.

HASKO

One of the world's largest manufacturers of plywoods, metal clad plywood, and other laminated materials for use in industrial and consumer products.

I'm your customer

...and I want an ELECTRIC RANGE in my home!

A good house has more than good looks. We're looking for a new home, and I'm looking into the equipment as well as the architecture and interior arrangement. One of my chief interests is the kitchen—my everyday workroom—and one thing I want in it is a modern *Electric* Range that can save me time and work.

"An Electric Range in the kitchen is a potent sales help," says **MR. A. A. CAROZZA,** builder, of Silver Hill, Maryland. "We found that out when we sold 28 homes in one day. Home buyers want electric kitchen equipment as part of the house, covered by a single 'package mortgage.' And they want an *Electric* Range because it's completely automatic, clean and economical in operation. They realize, too, that it means a cool kitchen."

The attractive Hillcrest Heights homes are of the semi-detached type, set on spacious plots in a wooded section—yet only 15 minutes from downtown Washington, D. C. The first 28 sold last year from $14,250 to $15,950.

This typical kitchen in a Hillcrest Heights home includes as part of the "package mortgage" an electric dishwasher-sink combination with food-waste disposer, spacious electric refrigerator, and the range—of course, it's ELECTRIC!

EQUIP YOUR HOUSES WITH

ELECTRIC RANGES

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National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

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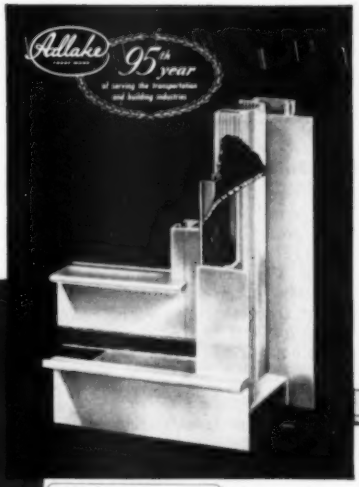
Adlake

aluminum windows

offer these two weather-protection features:



1. woven pile weather stripping
and
2. exclusive serrated guides

QUALITY APPROVED

When you install ADLAKE Aluminum Windows, you can count on a perfect weather seal. Wind, rain and cold drafts are baffled by ADLAKE's exclusive combination of snug woven-pile weather stripping and patented serrated guides —and this protection, together with ADLAKE's famous finger-tip control, will last through the entire life of the building!

Because they eliminate all maintenance costs, and keep their beauty and efficient operation with only routine washing, ADLAKE Aluminum Windows ultimately *pay for themselves!* Yes, for economy . . . for performance . . . for lasting good looks . . . ADLAKE Windows set the standards, in both replacement and original installations.

Get the whole story on ADLAKE's advantages today! ADLAKE Representatives are in most large cities.

ADLAKE ALUMINUM WINDOWS GIVE YOU ALL THESE "PLUS" FEATURES, TOO:

Minimum Air Infiltration • Finger-tip Control • No Warp, Rot, Rattle or Stick • Ease of Installation No Painting or Maintenance

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Got a problem you haven't solved? Can't solve? Haven't the time to solve?

Have you solved a problem with an answer you aren't sure of?

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Then "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Address your questions to: "Ask The Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill.

As many questions and answers as space permits will be published monthly in *American Builder*, under the head—"Ask The Experts."

Building a Swimming Pool

I would like to build a swimming pool at the least cost, and if possible I should like to get away from the thought of using concrete walls. The pool should be approximately 25 x 40 feet in size, and graded from three to eight feet in depth. Will you give me an idea on how to construct this pool?

J. A. S., Chester, Pa.

A pool of this type should be designed by a competent architect or engineer. There are many inherent problems that arise in the construction of a pool and they should be solved by an individual competent to handle them, or a building contractor who specializes in this type of construction.

An economical method of building pools without the use of concrete forms has been developed by the Paddock Engineering Co. of Los Angeles, Calif. They use a method of spraying concrete directly to the excavation for the pool. Concrete is the only basic material to be used whether it is square or oval in shape.

What To Buy

I have a remodeling job that will require the installation of an electric dumbwaiter that will operate on three floors. I would like the name and address of some manufacturer or jobber?

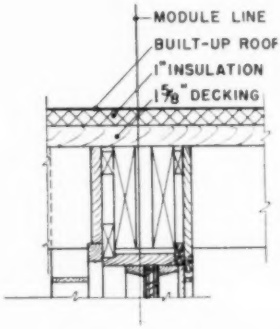
M. J. S., Berrysburg, Pa.

There are a number of manufacturers that make dumbwaiters; however, the Beckwith Elevator Co., Inc., 151 Pearl St., Boston 10, Mass., makes a machine that should fit the requirements set forth in your letter.

Flat Roofs . . . What is a Good Method

I would like to obtain some good details for flat roofs. Living in a rural section of the country as we do, we have been very slow to go for this type of roof. Now, little by little we are getting inquiries on the best way (or different ways) of building a flat roof on a house. Can you help me?

F. M. H., Ashland, Kas.



The construction of the flat roof is not difficult. In fact it is one of the simplest ways of framing a house. A method of framing that adds a great deal of interest to the interior arrangement is to leave the structural members of the roof exposed in the rooms in which they occur. This method is best shown in the sketch above which indicates two-inch-thick roof sheathing spanning the area between rafters or ceiling beams which are spaced approximately four feet apart. On top of the roof sheathing is placed at least one-inch-thick rigid insulation with a 4-ply tar and gravel roof applied over the insulation. This method does not depend upon the wall partitions for bearing.

In other cases the walls inside the house act as bearing partitions supporting the roof rafters which are spaced 16 inches O.C., with one-inch-thick roof sheathing and prepared roofing on top. In this case insulation is filled in between the rafters and the ceiling lath applied to the underside of the rafters for a normal plaster finish.

What To Do About Warped Sliding Doors

We had to make a sliding door between the kitchen and dining room. The owner wanted one side of the door knotty pine and the other side like a flush door. We took ½-inch fir plywood and glued ¾-inch knotty pine onto the surface. The total thickness could not be more than 1⅜-inch thick. This door has now warped so bad it will hardly slide into the partition. Could you give us any information on how to overcome this condition?

F. G. N., Manch Chunk, Pa.

From your description of the warping of the sliding door between the kitchen and dining room, it would appear that a great deal of your difficulty is due to the fact that you have installed a laminated-door with two different kinds of materials, each having different thicknesses. When a situation of this kind occurs it creates a problem, because each thickness and type of material has a different coefficient of expansion. The solution would be to provide knotty pine on one side and birch plywood on the other side, each placed over a ¾-inch core. The plywood as well as the knotty pine should be ¼-inch thick.

A Problem With Moisture

I am having trouble with moisture collecting on the 2 x 6-inch wood plate on top of the foundation. Most of the sill stays wet all of the time. The house is on a level lot, with plate having a clearance of two feet or more from the ground. The area under the house is dry most of the time.

The foundation is brick with a metal termite shield and 2 x 6 box sill on foundation. It has pine top siding, building paper, pine storm sheathing, no side wall insulation. The inside of the wall is smooth finish plaster on gypsum lath. A warm air oil-fired furnace supplies heat on the first floor with cold air sucked under the floor and the warm air blown through

the ceiling to wall ducts. My problem is how to get rid of the moisture which collects on the foundation plates.

S. L. P. LaFayette, Ga.

Your question on moisture poses quite a problem. You state that the cold air is sucked under the floor and the hot air is blown through the ceiling to wall ducts. From your description I gather that there are no ducts running horizontally, but that the heat is blown through the 16-inch joist spacing over to the walls where heat is picked up by vertical ducts and transmitted to the rooms.

In the first place this method of heating would appear to be rather dangerous; in the second place without any insulation in the outside walls the warm air coming through the joist space over to the outside wall would be coming in contact with the cold air from the outside. This, in itself, would create a moisture condition to the point where it could literally rain moisture down through the walls onto the 2x6 inch sill or plate on top of foundation.

To get rid of this condition, it will be necessary to provide a new method of heat transmission to eliminate the condition that apparently exists in the inner section of the outside wall.

Another Moisture Problem

This past fall my partner and I re-roofed a 150-year-old house using 45-pound felt on top of sheathing and then covering roof surface with asbestos cement shingles. We were called back this winter as water was dripping from cornice on one side of the house. Upon inspection we found in the partial attic that drops of water were showing up on the underside of the felt. The part of the house with the attic is not insulated, while the other half has a blanket type insulation which has been damaged by mice. Can you suggest a remedy? We have considered mica insulation between the rafters.

G. F. B., Cornwall Bridge, Conn.

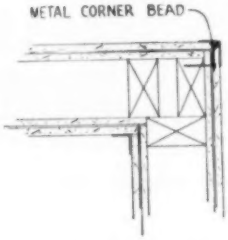
It would appear that your suggestion of placing mica insulation between the rafters would be good. However, it would be better to place the insulation between the ceiling joists if it is at all possible to get at the area in the attic.

Before placing the insulation a good grade of moisture barrier should be placed at the bottom of the ceiling joists close to the plaster ceiling of the room below. Then place the insulation above the moisture barrier between the ceiling joists. This will prevent the heat from going up into the attic space. If this leak is caused by condensation, then this method should eliminate all possibility of a re-occurrence of this trouble.

Drywall Difficulties

Could you tell me the proper way to apply metal corner bead (or plaster bead) on an outside corner on dry wall application, especially on an arch job?

V. K., Philadelphia, Pa.



If the application of wallboard is to be a 2-ply job, then a pressed metal angle bead as shown is nailed at 8-inch intervals to framing. Care must be exercised in positioning the bead because the outer edge determines and forms the corner. The second ply of wallboard is fitted closely and the joint filled with adhesive. Finish the corner with tape and cement. The same procedure occurs with the single ply. The metal bead is nailed directly to the stud.

Is There Any Saving In Using Roof Trusses?

Can you give me the conventional roof framing for a ranch house 26 x 50 feet?

Specifications:

Hip roof with a 5/12 pitch.

290-lb. asphalt strip shingles with 15-lb felt.

1 x 8 Y. P. sheathing.

Heat ducts in attic.

No storage, scuttle only.

Bearing partitions parallel with long axis of plan.

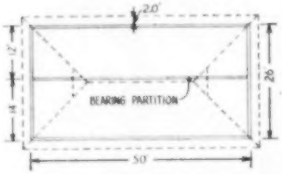
Rafter material, No. 2 common fir.

Four-inch mineral wool insulation between joists.

Is there any saving by using a built-up truss in place of rafters, and how much? Referring to a single job only.

C. D. R., Frankfort, Ohio.

There is of course a direct relationship between the size of member needed to carry a given load and the spacing of such members . . . the greater the spacing, the greater the member size. However, in dwelling construction, the spacing and size of members has usually been determined by convention and experience. As early as 1930 the application of engineering principles to small house



construction indicated that the conventional spacing of 2x4 studs, for example, is needlessly wasteful. The development of finished materials capable of satisfactorily spanning 24 inches has led to the use of framing members 24 inches O.C. Assuming the local availability of finish materials of this type, there is no question that 24 inches is the most economical spacing for wall, ceiling and roof framing members. Economies for spacings greater than 24 inches O.C. are dependent on special construction methods and special materials.

Trusses 2 feet O.C. are more economical for roof and ceiling framing than conventional rafter and joist construction. In addition, they are superior in strength and rigidity when compared to conventional construction and a more uniform ceiling plane may be obtained when trusses are constructed in a jig.

In our opinion, if trusses are used in place of rafters and joists, and the remainder of the house is constructed in the conventional manner, the trusses will show a saving of about $60 on a 1,000 square foot house. However, if full advantage is taken of the clear span features of the trusses; that is, if dry wall and flooring are applied in unbroken areas and if tip-up construction of all partitions is used, the resulting savings will total approximately $400 on the same house. In plastered construction, savings would be somewhat less since all partitions would necessarily be in place before application of any plaster and since the finish floor would be applied after plastering.

Truss construction is most economical on houses with rectangular plans and gable-end walls. However a proportion of the above savings may be achieved through the use of conventional framing only in those areas where the standard truss will not work.

Freedom in arranging rooms and getting the work under cover quickly are other advantages in truss construction.

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IDEAS for Garage Window Treatment

A few boards and some paint dress this window

This otherwise ordinary window is glamorized with a flower pot shelf and flanking panels simulating shutter, and it is done inexpensively with a few boards and some paint. The wall itself is yellow, with battens to match. Flower pot shelf, made of 1x6's, rests on three brackets milled from 4x10's. Flanking panels are 1x6 and 1x10 with 1x4 cross pieces. Panels are brown. Shelf is white to match diamond windows.

How to pop up a windowless wall

This shadow box and flower box ledge break the monotony of an otherwise dull garage wall. The box is four feet by 12 feet, and has a plywood back. Frame is 1x8 lumber extending straight out from the wall, and 1x6 mitered in on a slant. Vertical and horizontal slats are 1x4. Finish is varnish.

Here's unusual treatment for a garage window and wall

Shadow box effect of window is obtained by toe-nailing a band of 2x6's around the window, and facing the edges with 1x2 scalloped moulding painted a cream color. Flower box ledge of same color is 1x8 with 1x4 scalloped moulding. Garage wall is brown. Fixed sun shade over window extends 18 inches from wall, and is 1-inch lumber supported on three 2x4's.

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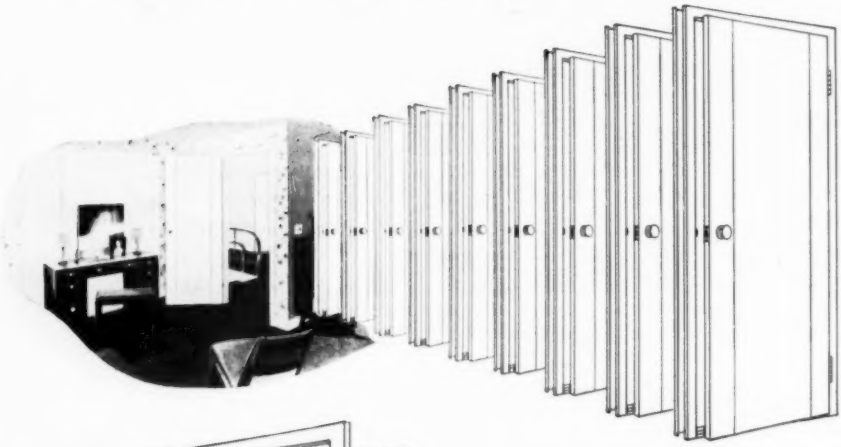

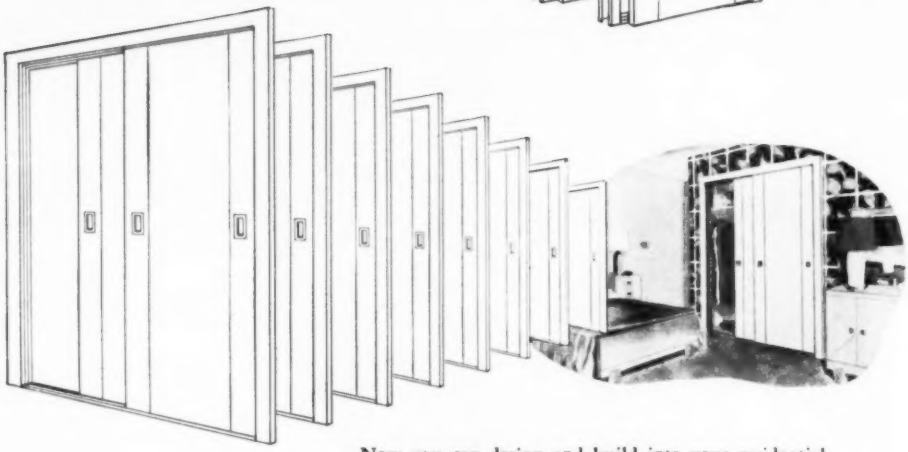

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Greatly increased production facilities enable Truscon to set larger manufacturing schedules for these strong, beautiful swing and slide steel doors. They offer these exceptional advantages: STABLE DIMENSIONS. Won't ever warp, twist, shrink or swell.

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EVERYTHING FURNISHED. All hardware, hinges, locksets and frames supplied with each door.

LOW COST. Compete very favorably with doors of other materials when all factors are considered.

See SWEET'S for complete details on the entire line of Truscon Residential Steel Doors (Swing and Slide Types) for every purpose; and write for detailed literature on all other Truscon Steel Building Products. Truscon® Steel Company, 1050 Albert Street, Youngstown 1, Ohio. Subsidiary of Republic Steel Corporation.

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TRUSCON a name you can build on

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split-second fastening to concrete steel

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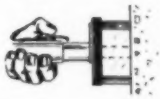

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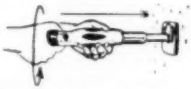

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Drive-it "300", lowest cost fastening tool.... Low original cost and low operating cost.

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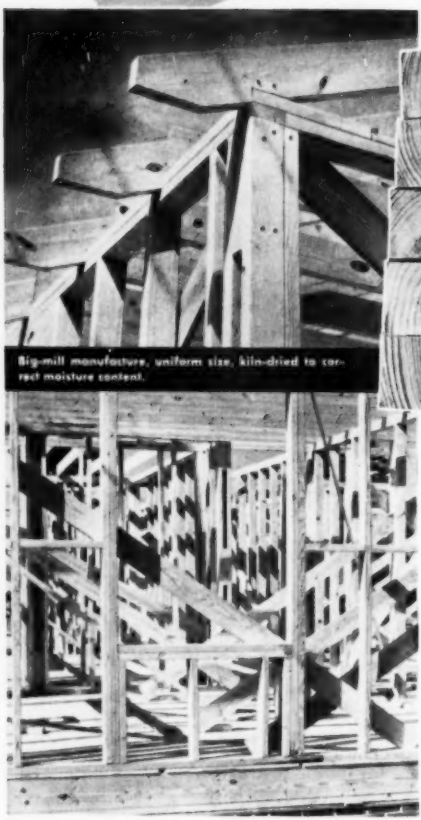

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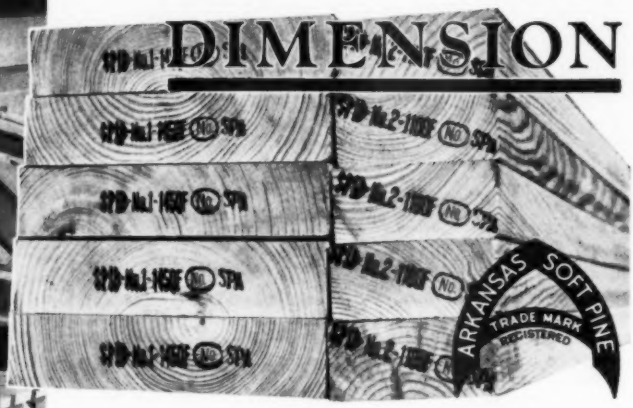

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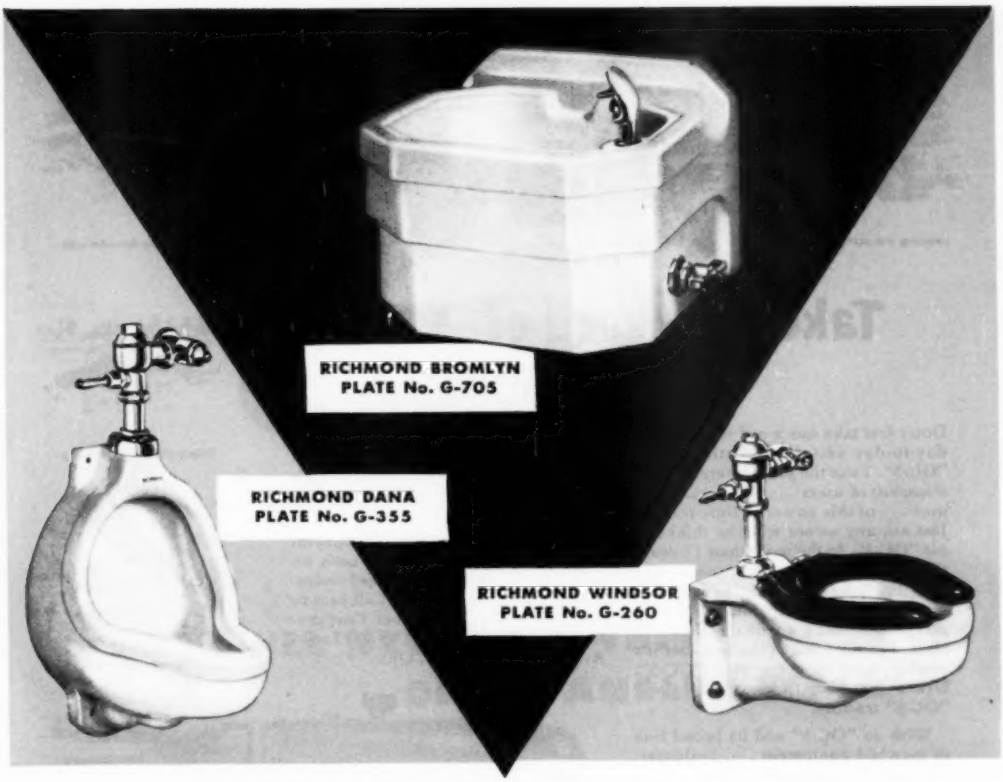

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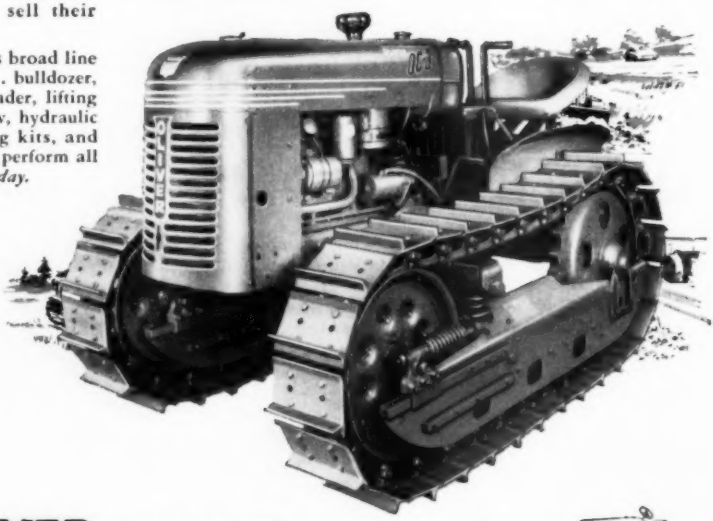
Loading out topsoil

Winch operations



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a complete line of industrial wheel and crawler tractors

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COMPARE capacities and motor horse power as well as size when you choose Circulators and you'll choose Thrush. Here is a complete line of horizontal or vertical Water Circulators to fit every heating job. They offer more for your circulator dollar because they're built better . . . even the smallest sizes are rugged in construction and have larger motors with greater actual output than other makes of equal rating. That means less trouble on the job . . . fewer service calls and greater customer satisfaction. Patented coupling eliminates vibration. Lubrication is sealed in. See our catalog in Sweet's or write Dept.G-6.

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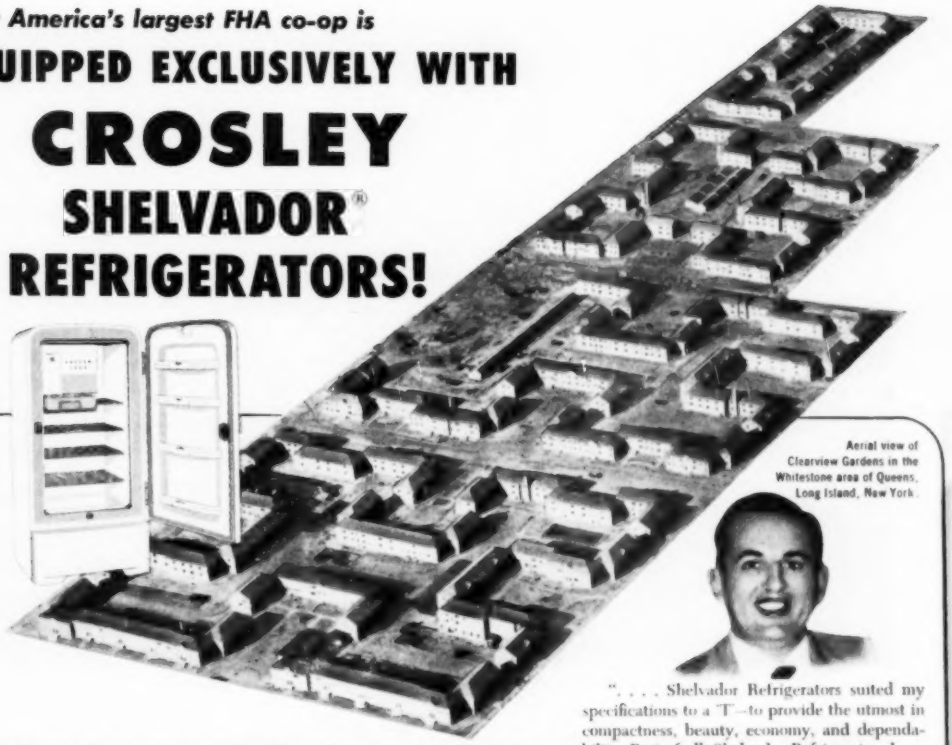
EQUIPPED EXCLUSIVELY WITH CROSLEY SHELVADOR® REFRIGERATORS!



Aerial view of Clearview Gardens in the Whitestone area of Queens, Long Island, New York.

". . . Shelvador Refrigerators suited my specifications to a 'T'—to provide the utmost in compactness, beauty, economy, and dependability. Best of all, Shelvador Refrigerators have proved to be an important selling point when talking with prospective tenants."

Arnold Praver, PRESIDENT
LITTLE BAY CONSTRUCTION COMPANY
and PRAVER & SONS

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CROWDS lined up throughout the day to view the air conditioned contemporary-style homes

Air Conditioned Contemporary

First fully air-conditioned, low-priced development sets new standards for southland

SKELETON STRUCTURES further down the building line were inspected by prospects

You'd have thought they were giving away $20 bills Sunday, March 25, as Dallas home buyers flocked to see two model houses. That morning the first announcements via radio and newspapers revealed the startling news of an air-conditioned contemporary house on display selling for $12,500 and $12,700. Before nightfall upwards of 15,000 people stampeded the models. Dallas folks had remembered the 1951 "heat wave" summer.

Little attempt was made to sell houses as the large crowd stormed through the models and viewed floor plans and equipment in the large circus tent office and display area.

The builders, Lewis and Lamberth, and Laughlin and Silver stated the largest first day crowds in Dallas' history came to see their housing development. Throughout the day the builders were deluged with requests to "trade" or requests to hold a lot until the buyer could sell his house.

The houses were designed for air-conditioning after a survey made by

INTERIORS of the model homes were jammed

FLOOR PLANS were displayed in circus tent. Dallas buyers showed feverish interest in the five plans with their exterior variations

Builders:
Lewis and Lamberth,
Dallas, Texas
Laughlin and Silver,
Dallas, Texas

Architect:
George M. Marble,
Dallas, Texas

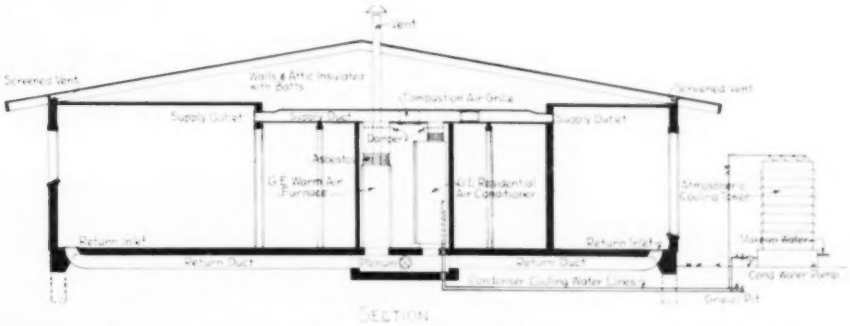
Stampedes Dallas

the builders showed Dallas buyers wanted contemporary styling, and year-'round conditioning.

The heating-cooling units are General Electric equipment using the same duct system. Unique in design is the lowered central hall ceiling which houses the metal supply ducts. The return ducts are cement tile embedded in the floating slab floor. The cost of the complete system, installed was $1500.

John B. Lowe, air conditioning engineer and president of Texas Distributors, General Electric's area representatives, stated the heating-cooling equipment would cost home owners $93 a year for the normal cooling season, and $40 a year for the heating season in the Dallas area.

The two builders cooperating on the project will build 210 homes before September 1952. Reason for the forward step according to Lamberth is, "The building business is going to get competitive and buyers want everything that is available." The firms have proved a builder can spend 12 per cent of the selling price of a house for year-'round conditioning.

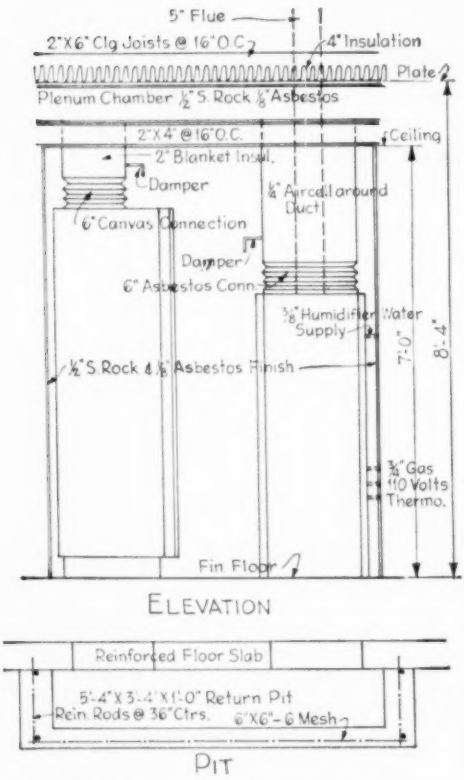


AIR-CONDITIONED section shows under-the-floor returns and dropped ceiling hall housing supply ducts. Both furnace and air conditioner feed into the same ductwork. A damper closes off the unit not in operation. Cooling tower is located in the back yard

GENERAL ELECTRIC 2 H.P. air-conditioner and 72,000 B.T.U. gas-fired warm air furnace are displayed in the circus tent display and office area. Here buyers could get a closer look and specific information concerning the units

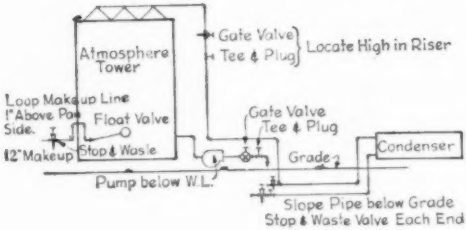
TENTS, OFFICE and display area were erected across the street to handle selling and display floor plans of the five models

YEAR ROUND air conditioning equipment with heating unit on the right and air-conditioning unit on left. Asbestos board lines the room. Plenums of both units are attached to the same duct system



UTILITY CLOSET detail shows position of the two General Electric units, along with space requirements and plenum chamber dimensions

ATMOSPHERE TOWER is housed in the rear yard. This unit dissipates heat built up by the air conditioning equipment. Below, atmosphere tower schematic diagram showing operation and parts

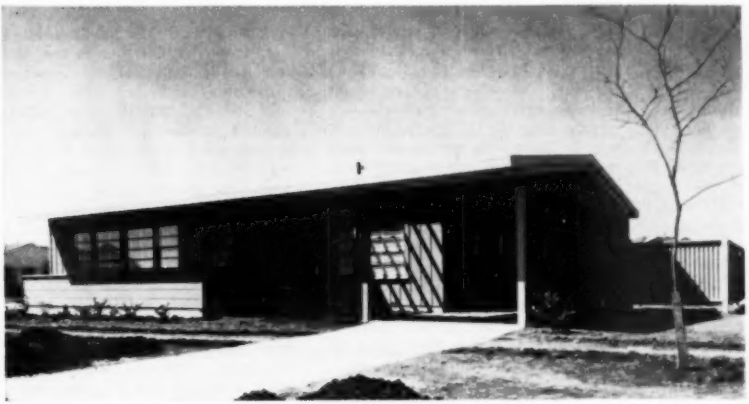


BRAND NAME PRODUCTS USED

- Alfol insulation
- Armstrong linoleum and rubber tile
- Briggs plumbing fixtures
- Delmar kitchen cabinets
- Dexter hardware
- Formica counter tops
- General Electric air conditioning and heating equipment
- Peerless exhaust fan
- Rubereid building paper
- Schlage hardware
- Sherwin-Williams paint
- A. O. Smith water heater
- United States Gypsum wallboard and paint

CONTEMPORARY house features good fenestration and carport with storage closet. Fenced areas give family privacy

THE THREE BEDROOM units have large storage closets. Traffic pattern from kitchen to bedrooms is direct, thus living-dining room is not the main thoroughfare



LOW PITCHED house has 1150 square feet. Lots are 60x125 feet. Drop siding, board and batten, and shingles are used for the exteriors

How Cleveland Builders Are Solving the Slum Problem

● The role of the home builder as a developer of new communities is a familiar and respected one. Entirely new, however, is the long-term opportunity that is now before him as a rebuilder of slum areas cleared for the purpose by local government. In Cleveland, a group of leading builders has organized the Private Enterprise Redevelopment Corporation to prove that builders themselves can provide low-rent housing in slum areas marked for redevelopment.

CIVIC-MINDED Cleveland, Ohio, teetering on the brink of constructing 6,000 units more of subsidized public housing, is getting its first inkling of what private enterprise can do toward reclaiming slum areas. After studying the whole problem of slum clearance and urban redevelopment for several years, the Home Builders Association of Greater Cleveland has come boldly forward with a plan to construct low-cost rental housing within a 35-acre section in downtown Cleveland marked for redevelopment in the city's Master Plan.

This is Cleveland's first private housing project on slum land. The amended National Housing Act, under Title I, has made financial aid available to local governments planning to acquire and clear slum areas for rebuilding purposes. Most states have followed along and have passed laws which make it possible to set up land clearance agencies having the power of eminent domain. With the passage of Ohio's Urban Redevelopment Act in 1949, clearance of slums by the city and resale of the land for redevelopment by private enterprise became theoretically a practical proposition—if somebody would blaze the way.

Cleveland's Home Builders Association has risen to the challenge and has announced the organization of the Private Enterprise Redevelopment Corporation. This is a limited profit corporation formed for the purpose of providing low and moderate rental housing in cleared slum areas. PERC's president is Alex A. Treuhaft, president of the builders' association last year; Sidney Zelman is treasurer; secretary is George N. Seltzer, president of the Association now. All of these men are leading home builders who have also had outstanding experience with the construction of rental housing, and PERC's directors include several builders with similar experience. Among the directors are Alex Bruscino, Peter Negrelli, Hugh Selby, Joseph Siegler, Marvin Helf and George Goudreau. The Association has ten or more members who have actually built or are capable of building from 100 to 1,000 apartment units a year.

PERC is set up as a regular corporation under state law, with an initial capitalization of $250,000. Eighty per cent, or $200,000, is two per cent limited dividend preferred stock, at $100 par per share. Twenty per cent is voting common stock, at $100 par per share. Preferred stock has to be four times the amount of common stock per subscriber. PERC's subscribers have averaged about $5,000 each, have so far put up about $150,000.

These PERC stockholders are builders who believe (1) that in these heavily taxed times there is a real future for modest long-term capital gains through the production of rental housing in areas designated by local government for redevelopment; (2) that if builders are making money in new home construction in outlying areas, they owe it to their city to plow back some of their profits in longer-term work which will help reclaim slum land; (3) that the only way for builders to protect their business from the ravages of public housing is to produce low-rent units themselves, and to stimulate such building by other private interests.

This last point is an all-important one. Cleveland builders have taken a long and sober look at the fantastic cost of public housing. They feel that if such housing continues to increase in volume, the tax load to support it will become so great that American families will be sharply discouraged from home ownership, and the market for new homes will be drastically reduced. "For an equity investment of $6 million," states Alex Treuhaft, PERC's president, "private enterprise can save Cleveland taxpayers $240 million on the production of 6,000 units of low-rental housing." Shown opposite is how Treuhaft and his friends work it out.

Pilot Project

The Private Enterprise Redevelopment Corporation has settled down with vigor and determination to demonstrate its conviction, and will start the ball rolling with a pilot project designed for a 2½-acre site within the 35-acre slum area situated between Woodland and Scovil Avenues and between East 35th and 40th Streets in Cleveland. These 2½ acres are vacant land and belong to two hospitals. PERC is exercising options to purchase this land, at a cost of about $25,000. The Corporation plans to start excavating this month.

On this site PERC is preparing to build seven 2½-story brick garden-type apartments, 11 suites to a building, with one, two, and three bedrooms. The rental range is expected to be from $55 to $75, which PERC says is within the ability of present families in the area to pay, since present rents in substandard buildings are from $10 to 14 a week per room. For comparison it is instructive to consider rent levels in the public housing projects in Chicago, for instance, where in 1951 the two highest numerical groups of families paid rents of from $31 to $50 (46%) and from $51 to $60 (28%).

Later on, PERC plans to reach down to the $35 a month rent level and lower. After this first group of seven buildings has been completed,

the Corporation can then go into adjoining blocks with both rehabilitation and new building operations. These first seven buildings will serve as stand-by housing to accommodate families displaced by future clearance work in the surrounding blocks.

PERC's estimate of construction cost per unit at around $8,500 is a good $4,000 lower than public housing has been able to achieve. Chief among the reasons for this cost difference are: (1) the concentrated technical skill which PERC represents—nobody knows better than builders themselves how to get the most building for the money; (2) the close control over subcontracting which the private builder exerts, as against the high cost of subcontracting handled by a public agency; (3) ability of the private builder to keep a steady flow of labor to the job, thus avoiding costly delays; (4) low overhead on personnel, since PERC members are contributing free time to the various aspects of the Corporation's program.

Building Type

For design principles, PERC is drawing heavily on the recent experience of George Goudreau, chairman of its design and construction committee. A year ago, Goudreau completed a $9 million operation in constructing new moderate-rental housing on the out-skirts of Cleveland, and has wrestled with many of the same questions of cost-saving which now confront PERC. Goudreau's recent work in rental housing is displayed in the photographs on these pages. PERC's first 7 buildings will follow the Goudreau pattern, with some modifications. Construction will be all masonry, with floors and roof of frame, steel casement windows, pre-assembled steel stairways, hallways in glazed tile with plaster ceiling, dry-wall construction for partitions. Doors will be metal, heating will be by individual gas-fired units in each suite. PERC hopes to achieve slightly larger room sizes than those in the Goudreau buildings.

Financing

The Federal Housing Administration is expected to come into the picture by insuring from 83 to 90 per cent of the total cost of PERC's redevelopment program under Section 207 of Title II of the National Housing Act. As soon as PERC's pilot project is completed and additional adjoining land can be made available by the City of Cleveland under the Ohio Urban Redevelopment Act, PERC will take the next step in redevelopment construction and rehabilitation. Based on the estimated equity cash needed of about $1,000 per unit, PERC should be able to supply some 200 of the 600 housing units which it is estimated will be needed in rebuilding the whole 35-acre area. The reclaimed area will of course also include schools, playgrounds, hospitals, churches, and new shopping centers.

In any case, PERC intends to go as far as its working capital will permit, realizing that perhaps the greatest value in what it does initially lies in demonstrating to other private interests what can be done in a practical way to rebuild on slum land. The Corporation is anxious to see formed in Cleveland an Equity Capital Corporation which would loan funds for redevelopment building operations. Such an Equity Corporation would pool funds from department stores, utility companies, banks and others who have a vital stake in making a better city, and who would be attracted to investment in redeveloped downtown areas.

PERC also hopes that its pilot project will serve to draw individual builders into this type of work on their own. Several of the Corporation's subscribers are reported to be preparing to follow along, if PERC takes the first plunge successfully. While PERC's profits are limited to 2 per cent (anything over this will be plowed back in the form of lower

PERC analyzes
The Cost of Producing 6,000 Low-Rent Apartment Units

I By Public Housing

It is costing cities about $12.50 per unit per month to cover services of all kinds on tax-exempt public housing units	$12.50
In addition, $25 per unit per month goes to Washington from local taxpayers to make up the subsidy with which public housing is built	$25.00
Amount per unit per month taxpayers are now paying to house families who supposedly cannot pay going rents	$37.50

Since 1933, when the first public housing projects were built, construction costs have risen about 130%. Therefore the $37.50 must be figured at about $85 on units to be built now by government.

$85 x 12 puts the public housing bill at about $1,000 per unit per year.

Thus 6,000 new units of tax-exempt public housing would cost taxpayers about $6,000,000 a year. This cost continues over a period of some 40 years, making a total bill of $240,000,000.

And that's not all. The cost to local government for servicing those units keeps on indefinitely, without incoming tax revenue to pay these costs.

II By Private Enterprise

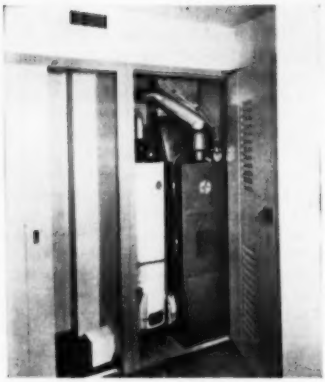
First point is that under a private enterprise program, not all of the 6,000 units would be in new housing. For in almost every slum area there are some structures that are basically sound and can be rehabilitated for use by the lowest-rent families. In Cleveland, for instance, PERC finds that a typical rehabilitation job would involve a land parcel with 2 2-family houses, or 4 units of 4 rooms each, which can be bought today for $2,600 apiece and remodeled for rent in the low $20's.

PERC figures that it can construct new apartments at around $8,500 a unit. Thus for an equity investment of $1,000 in either a new unit or a rehabilitated one—mortgage money making up about 90% of the investment—private enterprise can provide 6,000 units of housing for low and moderate-rental families.

This $6 million program of 6,000 units costs the taxpayers nothing, produces improved property which pays taxes in the usual way, strengthens the economy of the city, and is better in every way for the community.

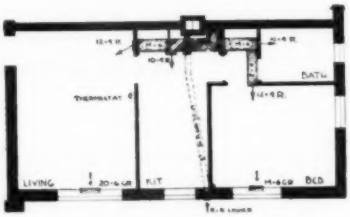
rents), it is felt that later redevelopment jobs might well be able to achieve modest but gratifying profits.

PERC's Pilot Project Will be Modeled After



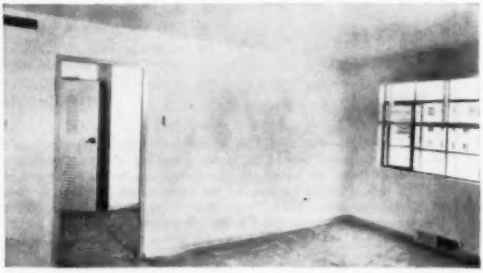
THESE APARTMENTS were built by George Goudreau, chairman of PERC's design and construction committee. In one operation, in partnership with the Dwyer Contracting Company of New York, Goudreau built 99 buildings in two separate groups. One group is known as Brookview Gardens and includes 40 buildings on 25 acres. Parkway Gardens includes 59 buildings on 35 acres. The communities are located on the southwest edge of Cleveland. Trained as a civil engineer, and with 25 years of experience in building homes by streets, Goudreau in this instance dedicated all his skill to producing fireproof buildings which would rent for 15 per cent under the market for comparable space. He has achieved rents of from $63 to $66.50 a month for one-bedroom suites, $75 to $79.50 a month for two-bedroom suites, not including heat. Cost per unit ran about $7,000. During the period of construction (August 1949 to April 1951) the building cost index mounted 20 per cent and the properties are valued at $9 million. Although the financing involves participation by FHA under Section 608, the buildings were finished under conventional capital and loan—a situation which Goudreau rates as highly contributory to design and construction economies.

INDIVIDUAL HEATING SYSTEMS were a new development for apartment construction in Cleveland. A 40,000 BTU input, forced air, automatic control, gas-fired heater was designed for Goudreau by Niagara Furnace (Forest City Foundries Company of Cleveland). It occupies a floor space of only 16 by 23 inches, is closeted with a 20 gallon Rheem hot water heater. Ducts run along over the top of storage space and deliver heat to each room. A duct also crosses through floor to the outside wall and connects with a louver which brings in cold air. Each suite layout is the same as that located directly below it, so each heating system is similarly duplicated. The maintenance record for this new type of unit heating has been excellent so far. Average gas bill for the 2-bedroom suites is running about $33 a year and includes gas for cooking.



FIRST LEVEL SUITES have return air openings under windows and the air is returned by means of clay pipe ducts under the floor. Sheet metal box-like fitting at left is used to admit combustion air for furnace and hot water heater. This combustion air is brought from the outside by means of intake encased in the sheet metal panel (on right wall), then under floor by clay pipe, to the fitting. The fitting was capped with a register when the plastering was completed.

(BELOW) WARM AIR enters room through high side wall register (left). Return air leaves via return air grille under window (right). Open areas between floors and ceilings are used as return air plenums. Heat is controlled by thermostat on wall. Door to heater closet is shown partly open.

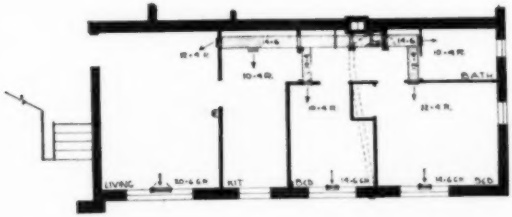


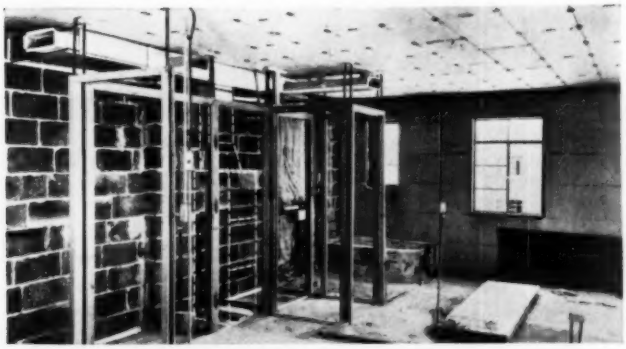
Photos by National Warm Air Heating and Air-Conditioning Association

These Moderate-Rental Garden-Type Apartments Completed Last Year

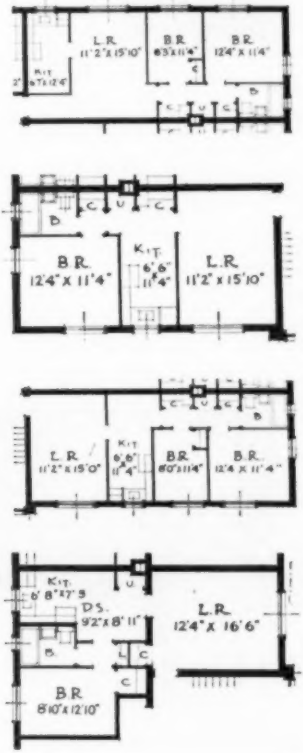
THREE VARIATIONS ON A BASIC TYPE. "A" buildings have a single entrance and consist of nine 1-bedroom suites and two 2-bedroom suites. "B" buildings have a double entrance, with eight 1-bedroom units to each entry. "C" buildings have a single entrance, with eight 2-bedroom and three 1-bedroom suites. Goudreau quickly discovered that the 16-suite design (B) is not economical since it does not permit maximum back-to-back construction of units on a stairwell. The stairwell is a fixed cost, and getting 11 suites to a stairwell instead of eight is obviously an economy. The flat roof (truss) construction also saves money; so do 2½ stories instead of three (the first level is 20 inches below grade). Since heating is by individual gas-fired furnaces closeted in each suite, utility space on the ground level includes only lockers and laundries. There are no garages. All parking is out of doors on blacktop parking areas. Architect for these buildings was William H. Harris.

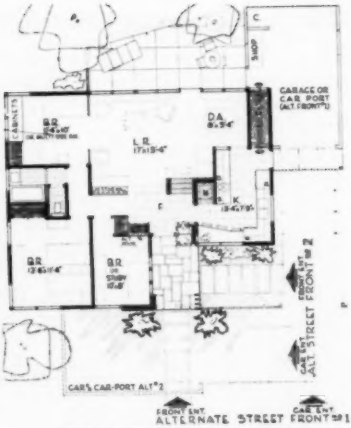
ENTRANCE CANOPIES ARE PREFABRICATED. Doors are prefinished steel set in steel bucks and frames; storage closet doors are also steel, in sliding models. Closet shelving is in prefabricated steel units. Floors are asphalt tile. For partition walls Goudreau used a solid 2-inch plaster wall built up on a U.S. Gypsum board base reinforced with steel rods and filled in with plaster on both sides. This wall helped increase room sizes. Entrance and stairwell hall space was kept to a minimum to give the suites maximum livability. Hall walls are plastered. Stairways are preassembled steel units.





EXTENDED PLENUM PRINCIPLE of warm air distribution made it easier to prepare duct work off the job and deliver plenum ducts and registers to the building site in one package for each installation. Duct work installed before partitions saved needless time in cutting and fitting. Dotted lines show where furnace will be located.





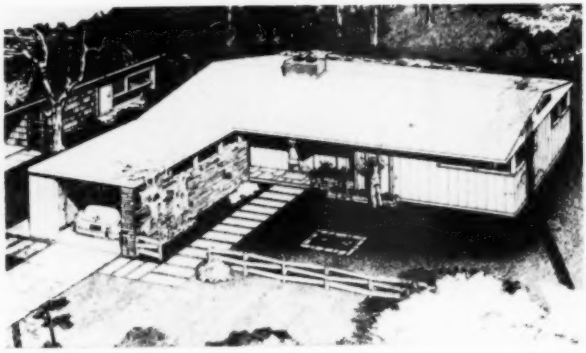
Rudolph Matern's first prize winner offered nothing startlingly new or radical. Said Matern: "It is simply an evolution of advanced thinking and a collection of ideas from people who buy homes, who build homes, and who finance homes."

AMERICAN BUILDER *Selected Homes*

Prize Winners for a 3 Bedroom House with Buyer Appeal

ARCHITECTS Rudolph A. Matern and Herman H. York of Jamaica, N. Y., won first and second prizes among 268 entries in a Long Island Home Builders Institute Architectural Design contest. The contest called for the design of a 3-bedroom house of 1,000 square feet, to be used in the development-type of builder operation, and particular emphasis was placed upon public acceptance. Standard construction materials were included in Matern & York's designs, and the architects kept constantly in mind the fact that "unless a builder or home buyer can obtain money for financing or construction of a house, design means absolutely nothing."

Herman York's second prize winner



Getting Extra Profits from Extras

By cleverly including appliances and structural extras as a well-organized part of his promotion, Hamilton Crawford of New Orleans has attracted nearly $1,160,000 in extra sales from his Gentilly Woods project

Sales office for Gentilly Woods includes a large exhibition hall where extra equipment and structural extras are offered. Two major appliances for kitchens can be financed as part of a Gentilly Woods mortgage. To their house purchases, 5 per cent of Crawford's buyers have added a range; 10 per cent, a refrigerator; 15 per cent, a washing machine; 10 per cent, a diswasher-sink; 5 per cent, a garbage disposer. These sales have totaled some $160,000

They say nothing succeeds like success. This principle was carried out on an opulent scale when Hamilton Crawford recently opened his 306-acre subdivision of 1,423 houses in New Orleans. Crawford started the ball rolling not with a mere two or three model houses—he built 31! And his sales program, instead of falling into the usual simple pattern of taking orders from plans spread out on a desk, had the exciting pull of a Home Show performance.

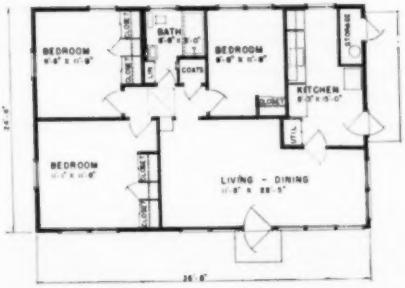
The Gentilly Woods sales office is more like a Home Show exhibition than anything else. Here prospective buyers can see, feel and ponder construction fine points of Gentilly Woods houses. They can also select, on the spot, kitchen equipment from a full line of appliances on display. They can also decide on structural extras which will give them the "feel" of buying and living in a custom-built house.

Crawford has struck a rich response with this kind of approach to speculative building. In the first month, he sold 700 houses; 1,065 during the first half year of the property's life. The idea of selling kitchen equipment and of offering the structural extras as a definite, organized part of the sales program, has paid off handsomely, as the figures show.

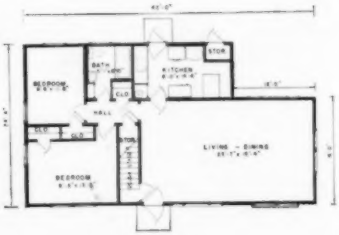
Thirty-year G.I. loans brought monthly payments down $3.50 to $7 over 25-year mortgages. Crawford receives money as he finishes a house. After the down payment is made, the

loan is processed and closed. The buyer receives title to the lot and the mortgage money is placed in escrow. The builder draws from the money as he completes his work. After the final inspection, Crawford is paid in full.

The Gentilly Woods houses are constructed from units prefabricated in Crawford's Baton Rouge plant and shipped to the site.



3 bedroom designs were the choice of 65 per cent of buyers at Gentilly Woods, and 65 per cent selected pine siding (asbestos siding, brick veneer and stucco were also available). The brick wainscoting on this model was popular. It strengthens the horizontal lines of house



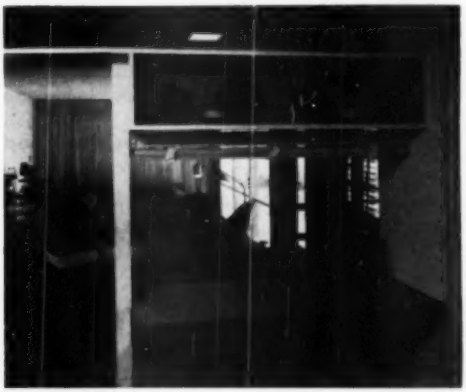
Contemporary styling was the choice of 60 per cent of the buyers. Nevertheless, there seems to be a place for Cape Cod, even as far south as New Orleans. This one has the advantage of expandability in the unfinished second floor

Nearly $1,000,000 in Structural Extras

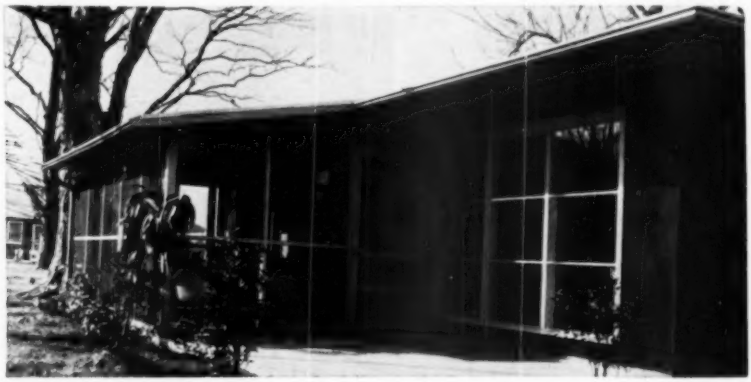
$220 EXTRA for clay tile in the bathroom. 40 per cent of the buyers said "yes"

$900 EXTRA for a garage and breezeway. 5 per cent of the buyers added it

$700 EXTRA for a carport with a large storage closet at one end. 45 per cent of the buyers added it



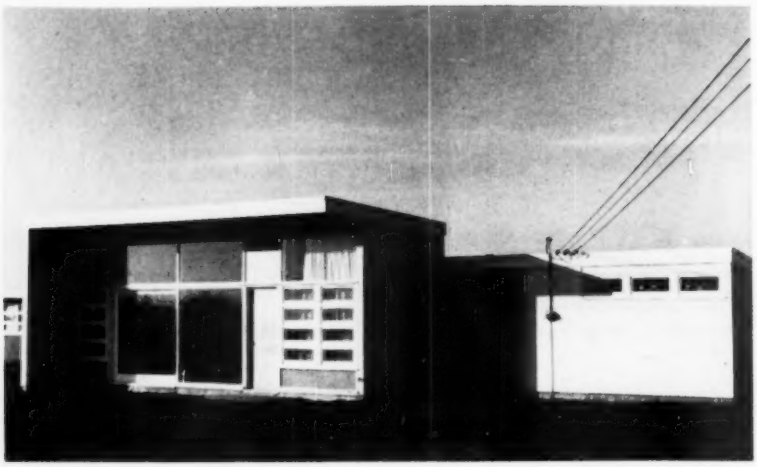
$110 EXTRA for a snack bar. 40 per cent of the buyers ordered this snack bar



$400 EXTRA for an 8 by 17-foot screened porch ($455 if it includes storage space built in). 75 per cent of the buyers couldn't do without it

AMERICAN BUILDER Selected Homes

Front Cover House —
A Contemporary Flat Top



FLAT TOP DESIGN features unusual fenestration. Rear of house is a window wall. Ventilation is through the utility windows

Urbana, Illinois home features five good ideas

BRAND NAME PRODUCTS USED

- Andersen windows
- Crane plumbing
- Donnelly fireplace damper
- Formica counter top material
- International furnace
- Johns-Manville asphalt tile and insulation
- National hot water heater
- Schlage hardware
- Swivelier lighting fixtures
- Thermador burner and oven
- United States Gypsum wallboard
- Weyerhaeuser lumber

THIS modern flat top, designed by Elizabeth M. Ranney, Urbana, Illinois architect, and built by Leroy James, exponent of modular construction, features five outstanding ideas.

1. ***Glass sliding door*** in the living room can be produced at any local mill. The unit transposes a normal window wall into an exit for outdoor living. It rolls on a $^{25}/_{32}$ by 4-inch hardwood track and is guided from the top by a metal T-strip set into the rabbeted frame.

2. ***Utility windows*** are used in 39 of the 49 window openings in the house. The modularly designed casements allow faster modular framing according to James. The builder constructs his walls on the horizontal and tips them into place.

3. ***Vertical siding*** for the exterior is 1x4 pine flooring. The lumber was readily available and its A-1 condition sped up the carpentry operation.

4. ***Fireplace*** is of concrete block, styled in the modern motif. The unit is void of expensive extras that run fireplace costs up. A woodbox has been built into the rear side. The fireplace also forms a partition between the living room and the hall.

5. ***Framing*** is simplified as can be seen in the floor plan. Many exterior walls are without window openings. Windows, where shown, are mostly modular utility units set high and not requiring usual cripples and headers.

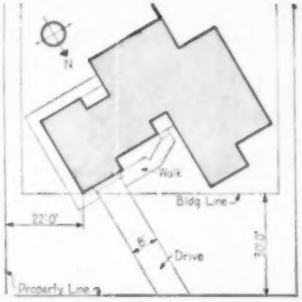
SIMPLE FIREPLACE of concrete block has modern lines. Hearth is built up eight inches. Kitchen area is at right. Rear of fireplace has a built-in wood box. Hall opens to den

SLIDING WALL arrangement in living room. Large glass area next to utility windows slides on floor track

FLOOR PLAN

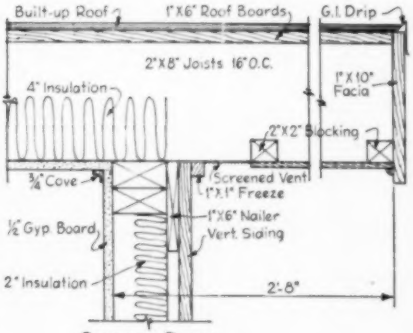
UPPER PART OF LIVING RM.

PLAN of the three-bedroom modern has sleeping quarters in the right wing. Kitchen-laundry area is accessible to the rest of the house through the hallway, thus eliminating traffic through living room



HOUSE IS ORIENTED to the south for full utilization of the window wall

LIGHT for the recessed north entrance is through the cutout roof overhang



CORNICE DETAIL

SOFFIT arrangement shows roof overhang and ventilation arrangement

AMERICAN BUILDER BLUEPRINT HOUSE

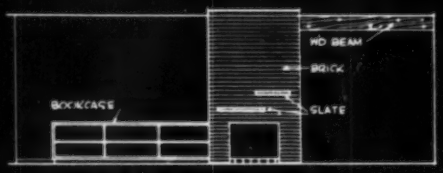
Breaks Monotony with Combination Flat and Shed Roof

Designer:
Joseph Elias Mack,
Brooklyn, N. Y.

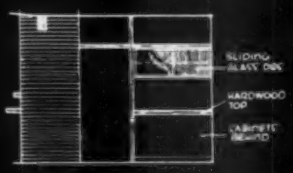
For complete one-quarter inch scale working plans of this house write American Builder Home Plan Service, 30 Church Street, New York 7, N. Y.

A FEATURE of this house is the lift that is given the roof on the garden side of the house. This method breaks the monotony of a continuous level roof line. The change in pitch occurs at the bearing partition that runs parallel with the front wall of the house. Roof is framed of 3x8 inch wood beams spaced 24 inches on center, with the usual sheathing and insulation above.

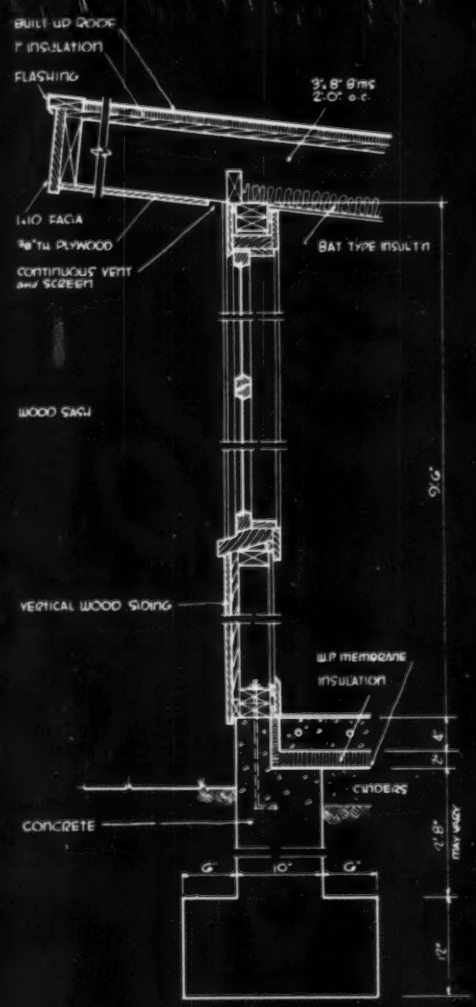
The plan is well arranged with living room and bedrooms facing the garden front. The kitchen, bath and garage face the street front. The entrance hall permits excellent circulation to all rooms. The fireplace is placed strategically as a separator between living room, dining room and kitchen. The compartmented bathroom is another outstanding feature. This house contains 1,352 square feet not including the garage and porches.



ELEV. B

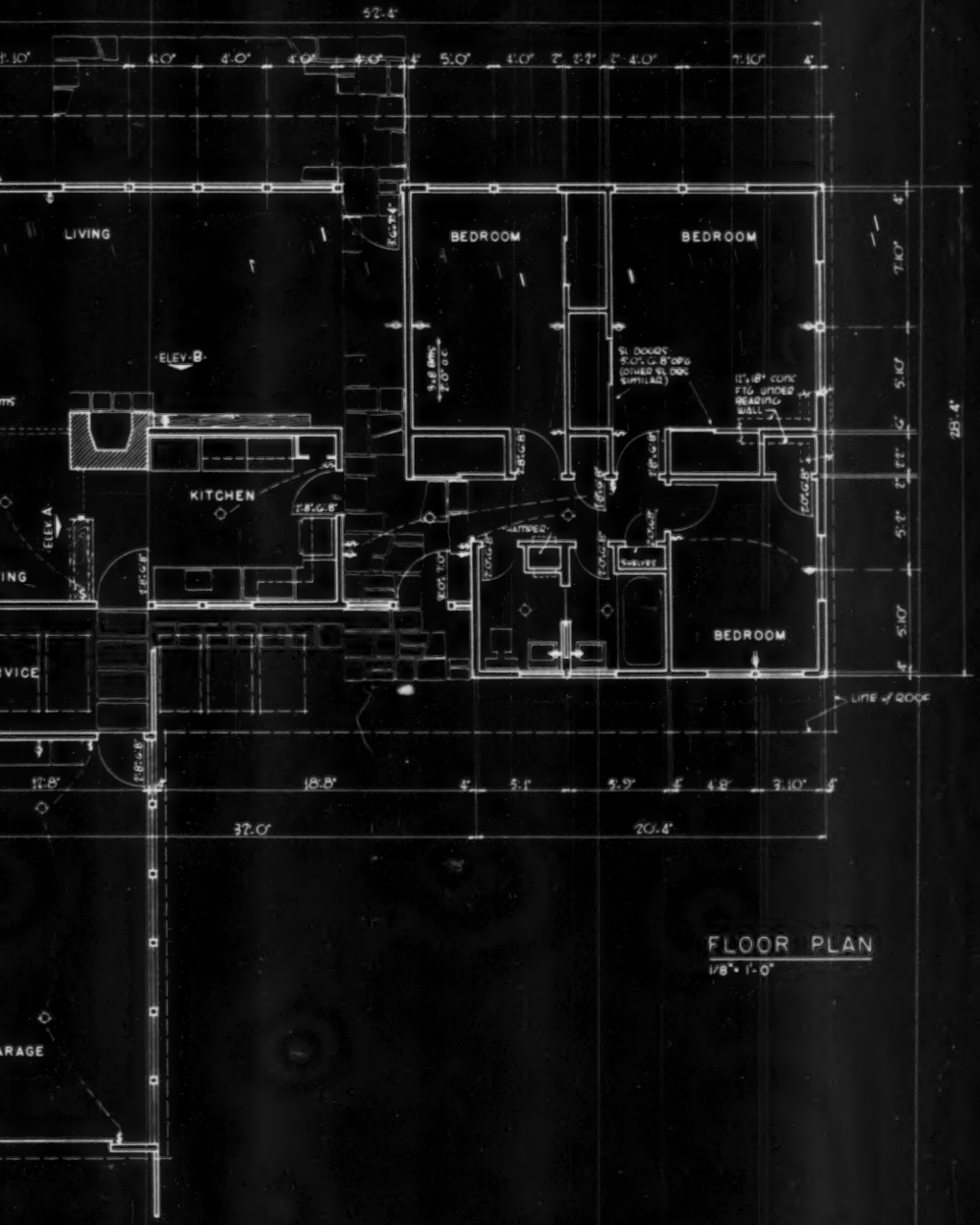


ELEV. A



WALL SECTION

3/4" = 1'-0"



FLOOR PLAN
1/8" = 1'-0"

DESIGN No A B 180

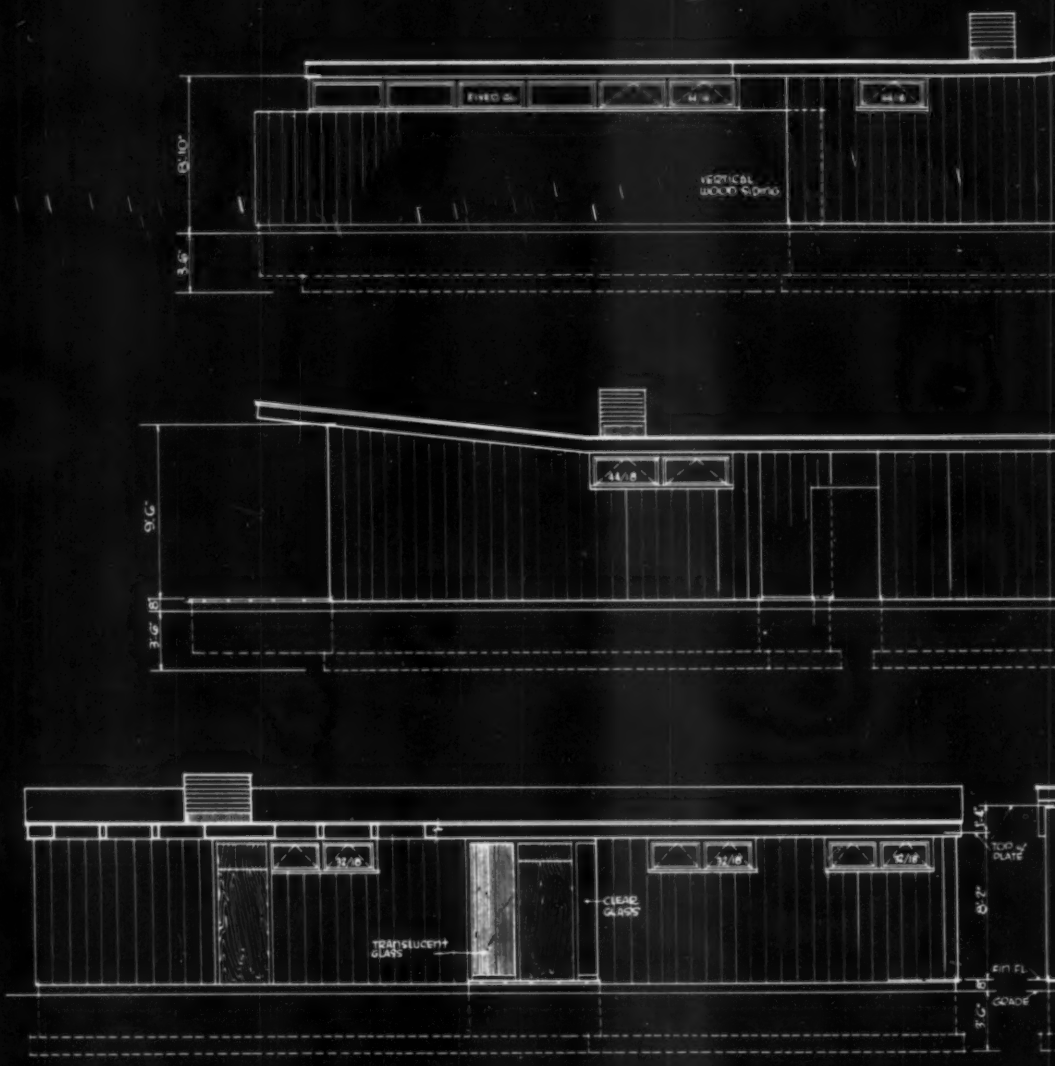
AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

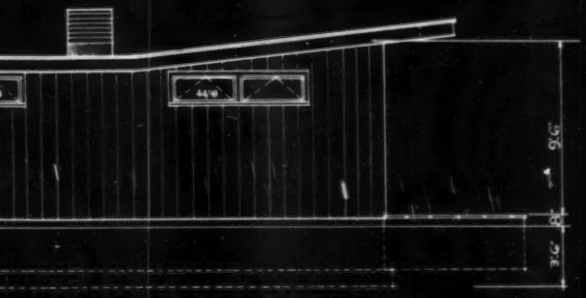
JOSEPH ELIAS MACK — DESIGNER

186 CLINTON AVENUE — BROOKLYN N. Y.

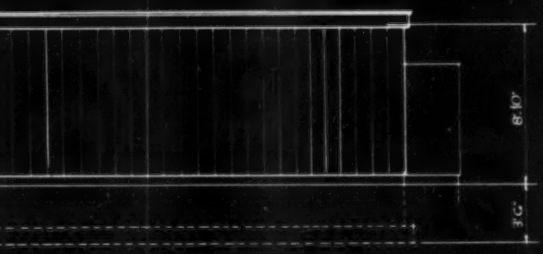
[illegible]


FIXED SL
44/18
44/18
VERTICAL WOOD SIDING
13'10"
3'6"
44/18
9'6"
3'6"
32/18
32/18
32/18
CLEAR GLASS
TRANSLUCENT GLASS
TOP PLATE
8'2"
FIN FL
GRADE
3'6"

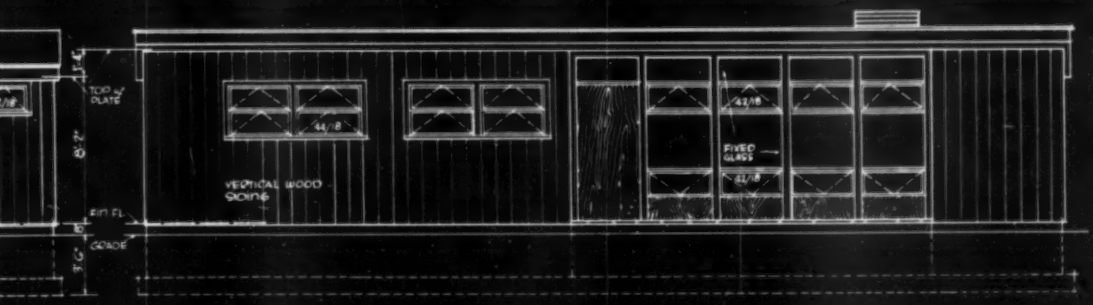
FRONT



RIGHT SIDE



LEFT SIDE



REAR 1/8" = 1'-0"

JEM

Quantity List of Materials

For American Builder Blueprint House No. AB 180

Joseph Elias Mack, Designer

General Information

House — Type ..... Frame
Area ..... 1,355 sq. ft.
Cube ..... 13,550 cu. ft.
Height taken for cube was 10 feet

Garage — Area ..... 324 sq. ft.
Cube ..... 3,240 cu. ft.
Height taken for cube was 10 feet

Porch — Area ..... 416 sq. ft.

Excavating

Trench for foundation ..... 238 lin. ft.

Chimney and column footings 1

Cement Work

Foundations ..... 1,226 cu. ft.

Concrete work ..... 1,800 sq. ft.
Thickness ..... 4 in.

Anchor Bolts ..... 60 — ½ - 12"

Miscellaneous ..... 295 sq. ft. flagstone set on concrete

Masonry

Type ..... Brick (See Chimney)

Chimney ..... 120 cu. ft.
Flue lining ..... 1 — 12"x12" — 10'

Fireplace 1
Throat and damper 1
Lintels 1

Miscellaneous ..... Slate for fireplace

Millwork

Windows — Type ..... Awning type casement & fixed

Windows glazed including trim ..... 11 — 44"x18"
6 — 32"x18"
4 — 2 Lt. 44"x18"
4 — 2 Lt. 42"x18"
Vent. with 1 — 44"x40" fixed
1 — 44"x20" fixed

Exterior Doors ..... 1 — 3'6"x7'4"
1 — 3'x7'
2 — 2'8"x6'8"

Garage Door ..... 1 — 8'x7' Upward Acting

Exterior Millwork ..... Entrance Fascias — side light door frame
1 - Lt. 16"x80"
1 — Lt. 36"x80"

Interior Doors including jambs and trim ..... 8 — 2'8"x6'8"
5 — 2'x6'8"
1 — 1'8"x6'8"
4 — 2'6"x6'8"

Special Interior Doors ..... 4 sets sliding door hardware

Special Interior Millwork .. 2 sets upper and lower kitchen cases; 1 set upper and lower dining room cases; 1 set 9 L.F. 30" high (3 shelf) bookcase

Carpentry

Beams and Girders ..... 2 — 2"x10" — 10' bolted

Bridging ..... 275 L.F. 2"x2"

Studding and Plates ..... 1300 L.F. 2"x4"
9 — 4"x4" — 10'
37 — 2"x4" — 10'
135 — 2"x4" — 8'

Ceiling Joist (Roof Rafters) ..... 28 — 3"x8" — 20'
28 — 3"x8" — 18'
28 — 2"x8" — 14'

Framing Lintels ..... 100 L.F. 2"x4"

Roof Sheathing ..... 2400 B.F. 1"x6"

Side Wall Sheathing ..... 2100 B.F. 1"x8"

Side Wall Materials ..... 2100 B.F. 1"x10" vertical siding

Flooring .... asphalt or rubber tile — 1,250 sq. ft. area to cover

Exterior Material
Soffits ..... 424 sq. ft. ⅜" plywood
Eaves ..... 222 lineal 1"x10" fascia
Porches ..... Material above

Insulation ..... 2,100 sq. ft. 1" roof insulation
1,400 sq. ft. ceiling insulation batts

Sheet Metal

Flashing ..... 220 lineal feet roof flashing
chimney flashing

Miscellaneous ..... 105 lineal screen vent

Roofing

Type: Built-up ..... Area: 20 squares

Interior Walls

Area to be covered (Walls & Ceilings) ..... 3,000 sq. ft.

● *This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*

These Small Houses Have Character

AMERICAN BUILDER *Selected Homes*

These cleverly designed small houses on a rugged site near Seattle recreate the charms of the old-fashioned front porch in patios where persons can sit in the sun and yet not miss anything

EXTERIORS are of Western cedar, 1x4's, tongue and groove, applied vertically; or horizontal beveled cedar used about two-thirds of the way up and painted white, with the boards then placed vertically and painted green. Tongue and groove siding is given two coats of Alkaseal, a glossy finish which can be painted later, or Alkaseal with color mixed in. Trim is apple green

Builder and Designer:
A. Kenneth Larsen
Seattle, Wash.

Subdivider and Realtor:
Howard F. Busch

A. KENNETH LARSEN, a builder with a flair for original design, is producing these distinctive small homes in a wooded tract known as North Ridge, just north of Seattle's city limits. Larsen is using 15 floor plans with no two elevations the same in a price range of $11,000 to $15,000. The site consists of 105 lots of 7,200 square feet or more each.

Some of these houses have basements, others concrete slab foundations and floors. All are of frame with plasterboard interior walls. Floors are hardwood except for those in kitchens and bathrooms, which are of linoleum or vinyl plastic. Heating is by oil-fired forced air units or by wall furnaces.

Interiors are dressed up with all-mahogany slab doors; 36x42-inch mirrors in bathrooms; natural wood for fireplace walls (Philippine mahogany, Etchwood or Western raked cedar); baked enamel tile over tubs. Sliding doors for bedroom closets are made by the builder from 1⅜ inch standard doors cut to size. One-half inch grooves are cut, and rollers by Knape & Vogt (Grand Rapids) inserted in each end of the door. Doors roll over a floor track of copper alloy, and are separated by a divider at the top.

BY EXTENDING a storage area to join house and carport, a semi-secluded patio or terrace is formed in the front dooryard. By leaving the house side of the carport open, the patio becomes even larger, acquires a partial roof protection

FIREPLACES and planters are in Clay City Roman brick. The large windows were framed on the job; some of the others are aluminum, some double-hung wood. Roof overhangs 30 inches all around. Flat roof models are built up with colored granules and given 2-inch blanket insulation. Conventional roofs have asphalt shingles, three inches of blown-in wool insulation

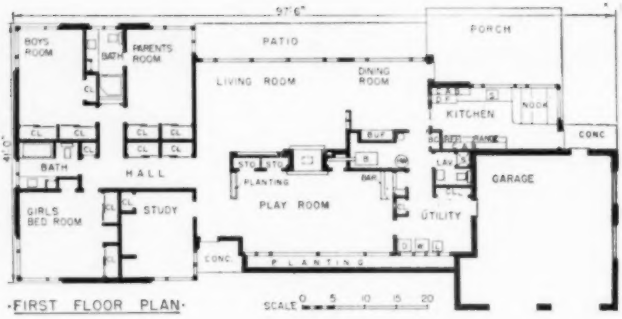
FLOOR PLAN

GOOD planning in a compact design marked by unusual individuality. A novel idea is the "island" which forms the wall separating kitchen from living-dining area. Its top is a translucent plastic, Alsynite, framed on a combed cedar wainscot base

Here Is a Luxury One-Floor Design

Location:
Northbrook, Illinois

Architect and Builder:
Jones & Duncan,
Highland Park, Illinois

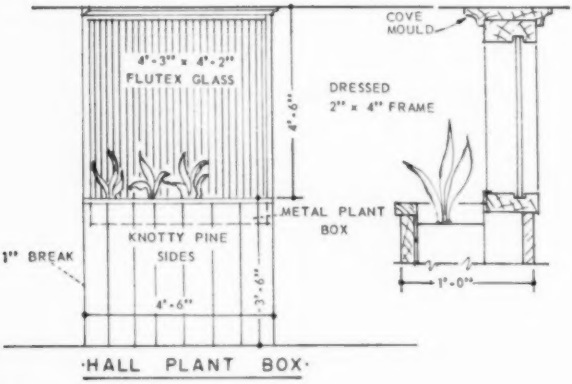


·FIRST FLOOR PLAN·

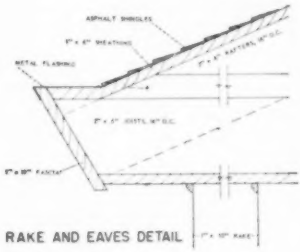
AMERICAN BUILDER *Selected Homes*

THIS $40,000 house is representative of a trend toward one-floor designs for large houses built in exclusive suburban areas. An unusual feature of the floor plan is the large amount of space given over to general family activities. The so-called "play room" here is given almost more importance than the living room. A planting box, details on which are given in the accompanying drawing, is used to break the entrance into this room from the central hall.

There are no gutters on this house. Instead, flashing runs down under rakes and over the top of overhanging cornice and lips over edge, sending the water to the ground. This device is a useful one for houses built in suburban areas where septic tanks are used and downspouts cannot be connected with the tank. (See drawing.)



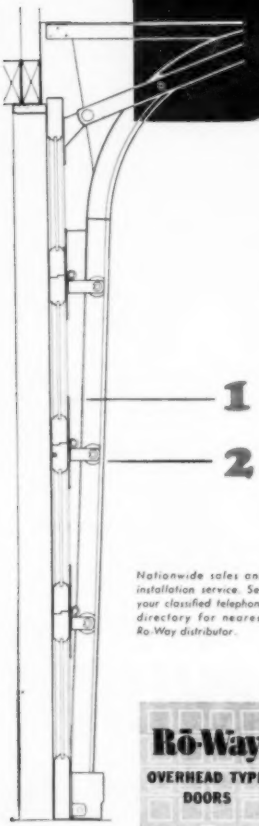
·HALL PLANT BOX·



RAKE AND EAVES DETAIL

again

Rō-Way pioneers garage door improvements



with two Outstanding new features

Just as America's leading makers of cars, trucks and buses are constantly pioneering automotive improvements, so Ro-Way continues to pioneer door improvements for the garages that house these vehicles. That's why you can always depend on Ro-Way Overhead Type Doors to embody the most advanced design and engineering features.

As an example, take Ro-Way's two newest developments—

1 TAPER-TITE CLOSURE—Vertical tracks taper away from jambs at a pitch of ¼" per door section. In "down" position, door is snug-tight against the weather.

2 SEAL-A-MATIC HINGES—an exclusive design of graduated height—guide the closing door tightly against side and head jambs. On opening, the hinges instantly free the door from jambs to provide easy, frictionless operation.

Pace-setting features like these—plus Power-Metered springs, Double-Thick Tread rollers, and other outstanding Ro-Way developments—make Ro-Way first choice in overhead type garage doors.

Specify Ro-Way for *your* residential, commercial and industrial jobs—and be *sure* of the most advanced garage door engineering.

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

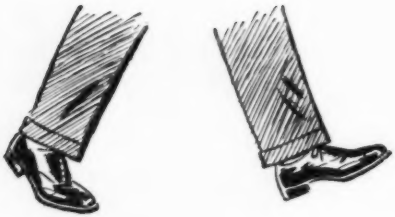
ROWE MANUFACTURING CO., 706 Holton St., Galesburg, Ill.

Rō-Way
OVERHEAD TYPE DOORS

SEE OUR CATALOG IN SWEET'S

there's a Ro-Way for every Doorway!

This sale can be made



ONLY after locating a prospect

who has a need you can fill

That all-important *first* step in every sale is the one Dodge Reports take for you! This 60-year-old construction-news service tells construction marketing men *who* and *where* their prospects are, *what* they're going to build and *when* they should start to sell them.

Dodge Reports cover all types of new construction in the 37 states East of the Rockies. They save valuable time for you and your salesmen . . . eliminate beating the bushes and chasing down rumors . . . Dodge Reports provide more opportunities for doing business than you can get in any other way . . . point out more new prospects coming into the market . . . show up more opportunities for profitable contacts among the people you already know.

Dodge field men — more than 900 strong — continually comb the construction market — your market — for *detailed* information about what is coming up — being planned — out for bids — who got the contracts. This timely and vital information is mailed to Dodge users every day. Dodge Reports Service today takes this first sales step for most of the leading firms and salesmen in construction. It can for you. Write today for free book on Dodge Reports.

DODGE REPORTS

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Timely, accurate, comprehensive construction news service

THE FIRST STEP IN EVERY SALE

"Today's best building opportunity is Gunnison Homes,"

says **JOHN S. MADORE** *Gunnison Dealer in State College, Pa.*

● John S. Madore has built as many as 70 Gunnison Homes in two months! He started his Gunnison Home Dealership in 1947 as a one-man operation in State College, Pa. Since then, he has built a total of 169 Gunnison Homes within a fifty-mile radius of State College. All these operations have been highly successful.

Mr. Madore does a big volume of business on relatively small capital. This has been done by—

1. ***Finishing homes promptly and getting paid for them promptly.***
2. ***Good credit.***
3. ***Ideal banking connections.***

Figure it out for yourself. Many Gunnison Dealers in communities from New England to Denver, are building 50 . . . 100 . . . even 500 homes yearly. After foundations are in, homes are completed in a matter of weeks—not months! Your money turns over faster. You eliminate most of your shortage problems in materials and manpower. It's a better deal any way you look at it.

NEW GUNNISON DEALERS WANTED

If you are a successful builder, realtor, or substantial businessman, your future can be unlimited with Gunnison. Since 1936 this organization has been the leader in prefabricated homes. It is the Home Manufacturing subsidiary of the United States Steel Corporation — an unparalleled advantage. For complete information send the coupon.

Popular new Catalina Ranch Type Home with large "L" shaped living and dining area. One of many Gunnison Homes which sell in the $7000 to $12,000 range.

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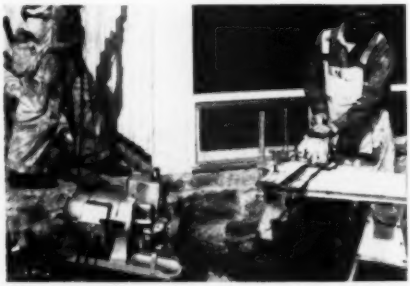

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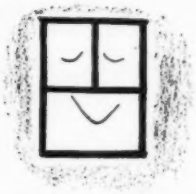
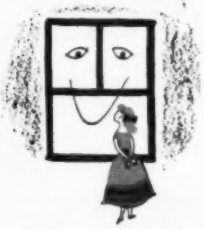


He was a good window

He let in light

He opened to let in air

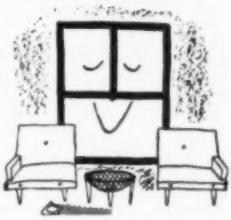
He closed to keep out rain



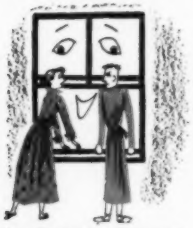
He let people look out

He let people look in

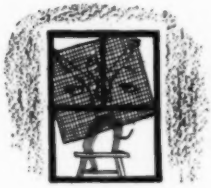
He contributed



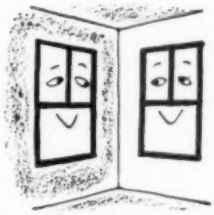
to modern living



He adjusted to everyone's needs

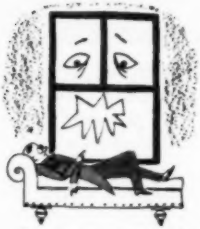


He adapted to all seasons

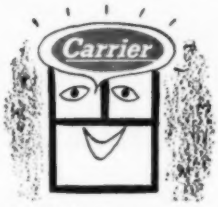


He was a major factor in house design

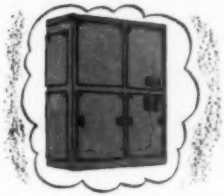
But overwork caused a breakdown



So he saw a psychiatrist

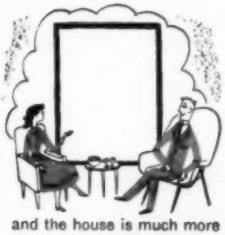


who told him about a new idea in houses . . . the Carrier Weathermaker Home



in which the Carrier Weathermaker Air Conditioner maintains 4-season comfort

and air conditioning pays for itself (less costly window construction, for one thing)



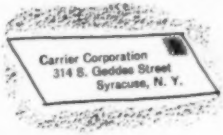
and the house is much more livable (with better lighting, a better view, for instance)

The whole story is in this booklet, which is free to all windows (and people).

Carrier

AIR CONDITIONING • REFRIGERATION

P.S.: Of course, you can put the Carrier Weathermaker in any new house, many old ones



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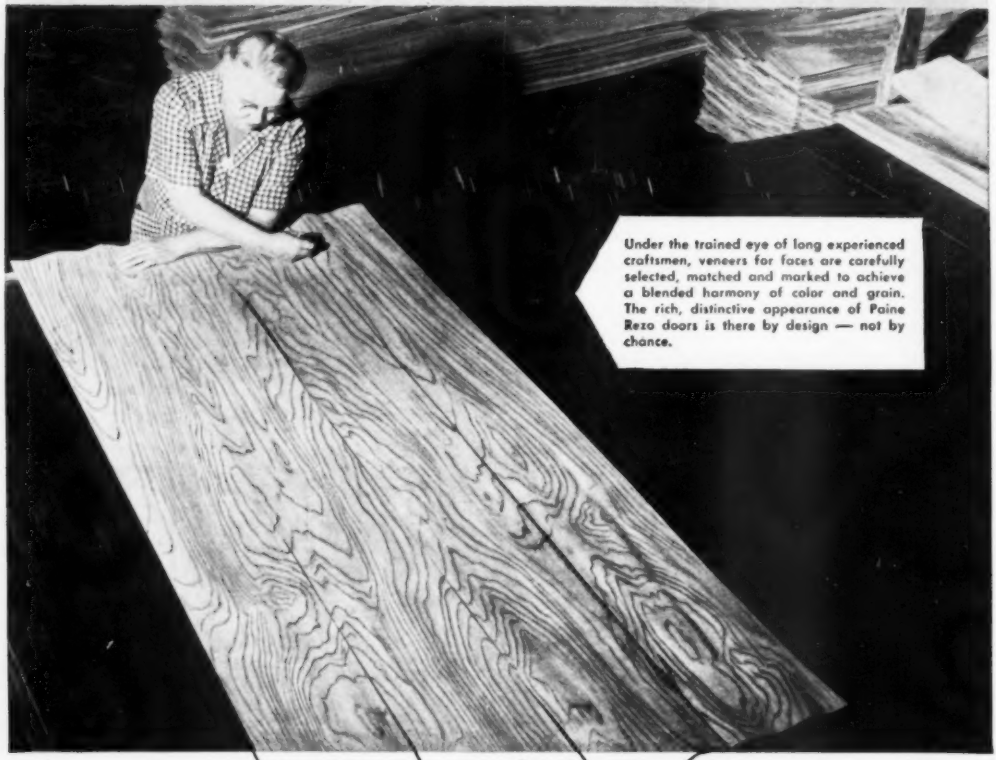

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You never have to apologize for the appearance of Paine Rezo doors, never have to take an "I'm-sorry-but-that's-the-way-they-come" attitude toward chagrined clients who are "stuck" with disfigured faces.

In Paine Rezo doors you'll find expertly matched face veneers carefully selected and blended so that they complement good interior effects. This painstaking work requires extra time, but it helps make Paine Rezo the extra good door that it is. From the special Rezo ventilated air cell all wood core to the beautifully finished faces, you'll find Paine standards of craftsmanship the highest in the door industry.

That's why over 5,000,000 of these best-engineered doors have been installed in buildings of every type from coast to coast. They are made and unconditionally guaranteed to deliver satisfactory service by the world's largest exclusive producer of flush-type doors. In every way you'll find Paine Rezo a premium door in everything but price. See SWEET'S FILE — or write today for full information.

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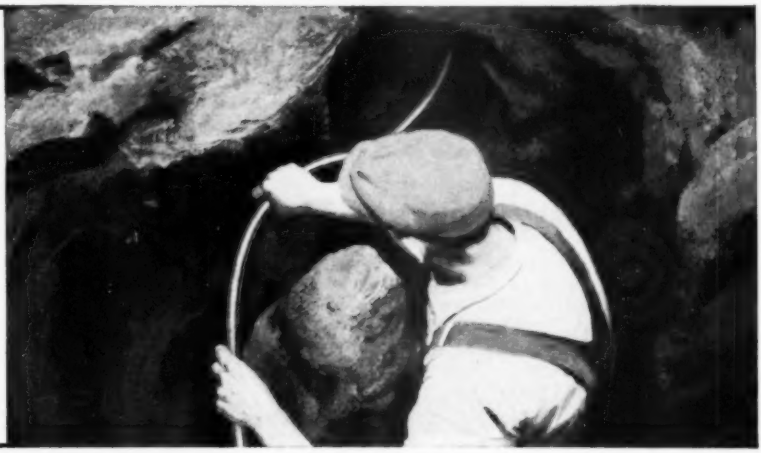

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DURING THE 1920's on through the 1940's home design underwent a series of marked changes

Contemporary Design Reflects Today's Living Patterns

IN THESE days when the light construction industry is experiencing a change of pace in design, particularly as it applies to domestic architecture, it is well to consider the trends that have motivated changes in the past.

Every period of expanded home building in this country has produced a characteristic house. The recovery period of the last depression produced the popular Cape Cod, or the one and one-half story frame structure, while the late twenties, when more money was available, produced houses which copied the exterior appearance of houses of other countries or of earlier houses of our own land. It was during this time that most of our Spanish, French and English houses were built—they had to have a style background in those days and it did not matter too much what it was. Before the first World War we had the California bungalow, and it would also be possible to trace back to our Pilgrim forefathers the style that was then current.

Today we have already established the characteristic house of this period. In 1950 it was described as a ranch-type one-story dwelling, costing between $8,000 and $10,000, with no dining room or basement, and with a smaller kitchen, but with more closet space throughout than had been provided in the houses that were built before the last war.

As we progressed in 1951, we found this characteristic house taking on a different form. The rooms were shaping up somewhat differently. The kitchen had been enlarged to provide for complete dining service, in many cases omitting the dining-ell in the living room. The living room itself took on a different shape and name. It became known as an all-purpose or family room, being large enough so that a number of activities could be carried on at the same time. For instance, one portion of the room may be set aside for conversational groups, another for viewing television, separated if necessary by sliding doors, draperies or screens.

Bedrooms also were subject to change. Instead of having an arrangement of two minimum sized units for the children's bedrooms, these two bedrooms in many cases were now combined into one large room with folding doors forming the separation. This permitted them to be used as a double unit for sleeping purposes and as a single unit during play time. There is an advantage in this, for when the children grow up and get married the two rooms can be quickly converted into a master bedroom.

Multiple-Use Bathroom

There is also the multiple-use bathroom that has found favor in many localities. With it one multiple unit can take the place of two separate bathrooms. This is accomplished by doubling up on the fixtures that get the greatest amount of use and providing a separate compartment for the others. In the case of houses designed for the use of children, two under-counter lavatories may be placed side by side.

The first or ground floor is now the approved location for the utility room including the automatic laundry. This has been brought about primarily to avoid unnecessary climbing of stairs. By 1951 the basementless house

had become firmly rooted and established in most sections of the country and is now an accepted change to conform to modern living. The popular acceptance of the basementless house is due in part to the rapid strides made by the heating industry in creating types and new methods of heating to conform to the new design trends.

The methods of forced warm air heating generally used in this type of construction are panel, plenum and perimeter systems. The latest of these is the plenum type. This system is used in houses where a crawl space of reasonable depth is provided under the first floor joists. This area is sealed tight at the ground and along the outside walls. The downflow furnace used in this type forces warm air into the area which in turn finds its way into the rooms through register openings in the floors in the various rooms.[1]

Where Are We Going?

Today we are well along in a cycle of home building and it is time that we stop to analyze what we are doing and to find out what we need to know in order to do a better job in the immediate future. In the homes that will be built in 1952, architects and builders alike are confronted with a number of design problems. One of the most important of these is the shrinking house and what can be done about it.

In the course of a year, a large number of plans are sent into the *American Builder* editorial offices by architects and builders from all over the country. In analyzing these plans, particularly those submitted by project builders, the discouraging conclusion is reached that houses are becoming smaller and smaller and yet the over-all price structure remains the same. This we know, is due to rising costs. The fact is that builders are in many cases confronted with an economic ceiling and a price limitation to which they must adhere in order to sell houses. Consequently they find that the only way out is to reduce the square foot area. This, of course, is based on the assumption that they will continue to conform to the 1950 and 1951 design pattern of houses.

This process of reduction of the square foot area can continue only until such time as the house becomes so small that it is impractical to live in. The time has now come when the shrinking house needs to be looked at objectively, and ways and means provided to overcome this situation.

Shrinking the House

The other day the latest design of a prominent home builder operating in the midwest was subjected to the usual critical review by the staff. Before an opportunity was given to analyze the plan thoroughly, it was said that

STREETS OF HOMES continued to characterize home building in the 1940's but roof pitches were lowered, larger glass areas appeared

the house was a wonderful buy because it had three bedrooms and was priced at $11,500. A quick look at the plan revealed the fact that the living room had been reduced to 11x15 feet in size, which was the bare minimum, in order to provide for the third bedroom. A small additional ell at one end served as the dining space.

It is rather difficult to stretch the imagination to the point where it can be assumed that the average family of four, two children and two adults, can all comfortably assemble, each with a variety of interests, in a room of this size. This shrinking did not confine itself to the living room only but included all the rooms, particularly the bedrooms which were at the absolute minimum in size. The selling slogan of today appears to revolve around the number of rooms in a house rather than the comfort obtained in the rooms.

Some would doubtless assume that the discussion up to this point could not revolve around the average house because it would be impossible to include all of the features referred to in other than a $25,000 house. To the contrary, the reference is to a house that should be built and sold in the central area of the U.S. for approximately $12,000 to $15,000. This would appear to be the cost of the average house of today.

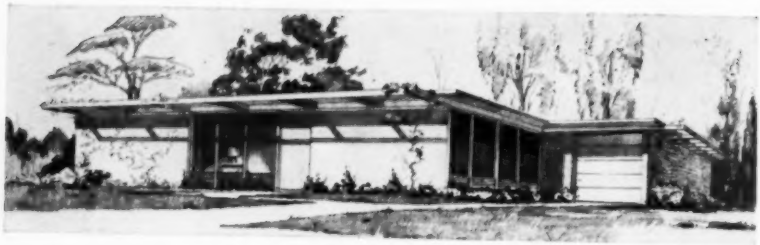
Several months ago, an architect in Minneapolis asked to submit a design for a house to be used in the blue print series of the *American Builder*. When the plans arrived it was noted that the house was different from anything that this man had done in the past. The house was not large. It contained about 1200 square feet, but it embraced all the requirements that have already been outlined, in addition to a number of others. It was modern in design, both in its concept of plan and exterior as well as in the use of materials. This house is now in the process of construction at an estimated top price of $13,500. A few weeks later a visit was made to the office of a Chicago architect. While there attention was focused on a house that was in the design stage. This plan followed many of the principles set forth by the Minneapolis architect. This was a bit unusual and upon inquiry it was found they knew nothing about each other.

The two plans are similar because both employ a utility core that includes a complete bath, laundry, furnace and hot water heater, with kitchen sink and fixtures in-

IN THE LATE 1930's, streets of homes similar to this became common. At the same time the modified Cape Cod design appeared in most sections

(1) Radiant heating, both floor and ceiling, and the various type of baseboard convectors are other methods of heating that have had general acceptance and account for a large volume of installations.

Radiant heating is a method of maintaining a comfortable environment in wholly or partly enclosed structures, primarily by radiant energy waves from large areas of floors, walls, ceiling or panels, heated to temperatures from 80 F to 200 F by pipes, ducts, or wires imbedded in these surfaces for the passage of a heated agent such as hot water, steam, air, or (in the case of electricity) wires.



SHED AND FLAT ROOF DESIGNS are on the ascendancy for the 1950's, along with square regular features

stalled on the side of the wall opposite from the bathroom fixtures. This arrangement is unique because the utility core occupies space in the center of the plan where space is often wasted or assigned to halls, closets or storage space due to the lack of outside light and ventilation. Both architects solved this problem by going overhead with a clearstory window or skylight.

This incident is mentioned to show that there is a definite trend under way to simplify the design of the house without reducing the square foot area. This is also the reason that architects, designers and builders are concentrating upon this problem. They know that it is their very life line.

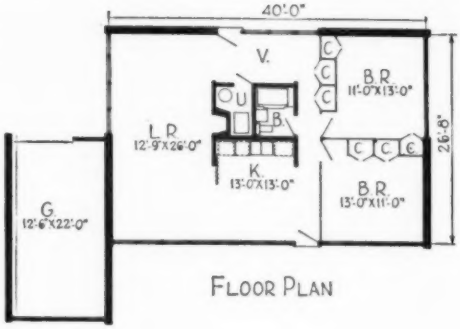
It is interesting to note in the recent Market Research Department Bulletin, which is part of a service rendered *American Builder* readers, that the National Real Estate and Building Journal states that the architectural changes expected in the 1952 built-for-sale houses would be a trend to modernized traditional, and in some areas a swing to strictly modern. This was encouraging because modern opens the way for new thinking as related to planning, new use of materials, and structural features.

Modern Design

We have all been guilty in the past of turning up our noses at the modern approach to the house design problem. Flat or semi-flat roofs have been anathema to most builders. When they have been approached on the matter of design their immediate defense has been that it costs more to build that way, and their men are not familiar with the type of construction involved. It is accepted as a known fact that as long as there is a ready market for the houses that are now being produced in volume there will not be a general exodus to the other type. However, from rumblings that are now heard it is evident that the time for a decision is not too far off.

Prefabrication of units, both by the manufacturer and the builder have done much to keep costs in line. Some builders have gone all out in this type of construction to the extent of providing a complete assembly line for the production of homes. This is all to the good and should be encouraged to the point where all the trades might embrace the site assembly or plant assembly methods. When thinking design-wise in connection with prefabrication, especially in relation to the exterior treatment, there is still much to be desired. Through circumstances up to the present time, manufacturers and builders are more or less limited in the design variations that they can obtain. This would of necessity produce a group of relatively stereotyped houses that would have to appeal to the buyer on the basis of price rather than price and design.

1952 is expected to be a turning point for the industry in the production of new homes of modern design. It is also expected that the project builder, whether he builds five or five hundred houses a year, is ready to go along with the changing trend. Often in the past when thoughts in



FLOOR PLAN

connection with modern design have been presented to builders and others, they have politely inferred that the public does not want that type of house. To us this has never been a particularly satisfying answer. Friends and acquaintances have often been taken over to see a particularly good house done in the modern mode. They have been heard to exclaim and drool over it and then turn away with a sigh and say: "Lovely, but it's not for me, it is too expensive." Maybe that house was too costly, but by the same token there were elements within that house that could be duplicated by an energetic architect and builder to produce another house, possibly smaller, that would have a definite appeal to a purchaser.

It is not intended here to recommend a complete overthrow of all the principles of good, sound architecture, such as the traditional house which is held in high regard. It is a known fact changes in home design are not quickly accepted. Individuals need to be exposed to these changes over a long period of time before they are looked upon with favor.

Many of the ideas that are basic in the modern house have now been included as part of the 1952 version of the characteristic 1950 house. Today the picture window in some form or another is a must in most homes regardless of whether the house has a view to frame a picture, or whether it just faces a drab and uninteresting street.

Low Pitch Roofs

Not long ago the 5 - 12 pitch on a roof was considered the minimum slope; today this slope has been reduced so that 2½ - 12 is an accepted standard rather than the exception in many parts of the country. It will not be a far cry from there to popular acceptance of the semi-flat or a flat roof in the very near future. With the reduction in roof pitch, extended eaves automatically become a part of the house design. Exposed roof rafters and exposed two- and three-inch-thick sheathing, which

will serve as the finished ceiling in the rooms in which they occur and follow the slope of the roof pitch, will soon be used in greater volume because of the possibility of economy. In the case of this type of construction, the roof boards can extend out beyond the wall line to form the overhang.

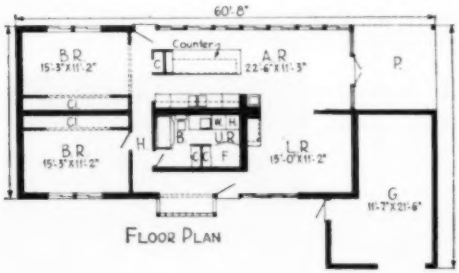
The use of light-aggregate blocks for masonry walls has increased in volume. These are used for exterior walls and interior partitions. In most cases the exterior walls are laid up as cavity walls with a 2½-inch air space between wythes. In this manner the use of plaster is eliminated from the inside surface. Greater economy in planning can be obtained with a square or oblong periphery for the house with bath and utility room located within the center area. This permits all the roughing-in for both bathroom and kitchen to be placed in one wall. This method also leaves the entire periphery of the house free for the placement of major rooms. Shorter hallways would be possible leaving more space available for larger bedrooms.

Modular Coordination

The use of modular coordination in the construction of homes is recognized as an economy factor. Modular coordination means that the dimension of the houses are coordinated with the dimensions of materials so that lumber, wallboard, brick and other materials fit into place with a minimum of cutting and waste. The basic units of measurements, to which building material and room dimensions are coordinated, is four inches. This is referred to as a module. For convenience, the unit used in planning and designing is either 16 inches (four modules) or 4 feet (12 modules). Note that the modular unit in all cases is four inches and the dimension of openings are multiples of this unit.

Another phase of modular coordination is the standardization of building widths. All of the industry engineered houses built in 1947 by the Small Homes Council of the University of Illinois were 16 feet wide. Further study indicated that while this building width is practical for buildings up to 900 square feet in area, larger buildings should be wider. Accordingly, the 24 foot width is established as an ultimate standard. An effective combination is the use of the 16 and the 24 foot building widths.

The success of the modular coordination method of construction rests entirely in the hands of the architect. Complete, accurate, and carefully engineered working drawings are the first step and one of the most important steps in reducing building costs.



FLOOR PLAN

The 1952 House

The 1952 house will also see further changes in many of the accepted standards or methods. Heads of windows will be pushed up to the ceiling line or to the underside of the soffit of the overhanging eave instead of being held on the same level with the door head. This is a practical change as it eliminates the need of a steel lintel in the case of brick or brick veneer houses. A variation to the overhanging eave is the extended sunshade. This method lightens the construction, providing diagonal boards running parallel with the roof line. Simplified window and door frames are next in order. Frames are actually made to form part of the wall itself. This will eliminate many of the parts that must be handled in conventional walls and stock windows. This is in line with the increased use of window walls which have taken the place of the picture window.

The 1952 house will also see a shifting in the fixed position of rooms. The living room is moving toward the rear and the kitchen toward the street front of the house. Then the kitchen will be connected directly to the living area without even a door to separate the two. Revisions in the position of rooms are made necessary due to the social changes that have turned the woman of the house into a jack-of-all-home trades. While she is still the lady of the house with the dignity and prestige that this implies, she does not want to be relegated to a remote section of the house. This new concept of the kitchen would not be possible without the new mechanical aids and materials available today. Unless modern ventilators took off cooking odors at their source, we could not have open planning. Unless the equipment and cabinets were as compact and beautiful as they are, we would not want them in sight of the living room.

All or some of these ideas and suggestions, which are only a start, are now beginning to find their way into use in the design of the average American home. As quickly as the large body of home builders of the country, the lending institutions and other agencies associated with home building, overcome their prejudice to the modern design and begin to apply their building know-how to a mass scale development of this type of construction, only then, will it be possible to enlarge the shrinking house without any appreciable increase in cost.

SHED ROOFS in combination with low pitch gable design is an interesting feature of the change-over from pitched to flat or shed roof designs

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You'll build or remodel better with Gold Bond

100% GOLD BOND GYPSUM LATH. Bill Baker (left) of Cox & Baker and Robert Dickson (center) Robert Dickson Lathing Co., watch as Gold Bond Gypsum Lath and Stripite are applied in a Cox & Baker Colonial Farms home.

100% GOLD BOND PLASTER AND LIME. Frank L. DeGrendel (second from left), DeGrendel Fuel and Supply Co. and National Gypsum Company representatives look on as Kaye and John Bruggeman (right), Bruggeman Bros. plaster one of Cox & Baker's Colonial Farms houses with Gold Bond Plaster.

100% Gold Bond Rock Wool Insulation on this project.

How MODULAR Principles Work in Foundations

• This is the sixth article in a series on the principles of modular coordination in light construction. Beginning with this installment, discussions detail actual building practices in conformity with the module.

THE successful contractor is becoming more interested in all of the detailed phases of construction. In an analysis of the intimate problems of his business, modular control is finding wider adaptation. This is due to the contributions it renders to the field operation. The increasing problems of the field focus more attention to off-site work. Modular control coordinates this off-site work with the field operation and makes this work practicable.

From this point on discussions in these pages will demonstrate what modular control can do for the contractor and will present the best procedures for quality and financial gain. First consideration concerns the

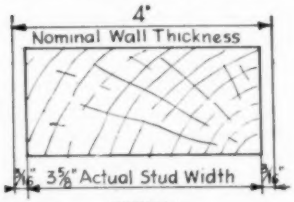


FIGURE 1

fundamentals of good procedure fused with the application of the 4-inch module.

Design

It has been found most practical to lay out the plan to a scale of ¼ inch equals 1 foot.

The next most important step to understand the module is to visualize the difference between nominal and actual wall and partition thickness, nominal and actual room sizes, nominal and actual dimensions of chimneys, fireplaces, stairs, and other units. Strange procedures have crept into the building industry, particularly as far as dimensioning is concerned. A 2x4 piece is not 2x4 inches but 1-⅝ x 3-⅝ inches or 1-¾ x 3-¾ inches. A 2x6 is 1-⅝ x 5-⅝ inches and a 2x8 is 1-⅝ x 7-½ inches.

When using a 4-inch module, the nominal thickness is 4 inches. To illustrate, the nominal thickness of a 2x4 is 4 inches. The actual width would be either 3-⅝ or 3-¾ depending upon the section of the country from which the lumber came.

All walls and partitions are indicated by drawing two lines 4 inches apart (see Figure 1). These lines represent the nominal wall and partition thickness of 4 inches. The stud is centered between these nominal lines. Therefore, it makes no difference what the actual stud thickness is as the actual stud surfaces will always have a constant relationship to the nominal lines.

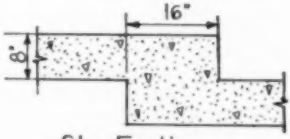
When the wood frame which is 3/16 inches scant of the nominal 4-inch dimension is placed upon a masonry foundation which is in actual 4-inch increments, the masonry must therefore project 3/16 inch beyond the wood in every direction. These brief facts on the module will be expanded with consideration of field procedure which will lead later to the actual frame construction.

Layout

When the site is laid out, the points of control are usually established parallel to a given setback. From this straight line, a right angle is designed with a 6x8x10 foot triangulation to establish the first line of depth. With these two lines established, batter boards are erected with a 4-foot setback. Upon these monuments the actual exterior dimensions in 4-inch increments are determined. Nails are driven and chalk line stretched. If the foundation is not square or rectangular, break it down into same and check with a steel tape for accuracy. If the diagonals are out over ¼ inch, correct at this point. Determine the depth of the excavation on each batter board. From the intersection of each line, drop a plumb and establish a grade stake with a two-foot setback with the depth plainly marked. Remove lines.

Excavation

The grade stakes will outline the areas for excavation and give the depth. These stakes will be disturbed during operation but the information on the batter boards remains secure. Top soil must first be removed and deposited where it is needed most, provided is does not interfere with future

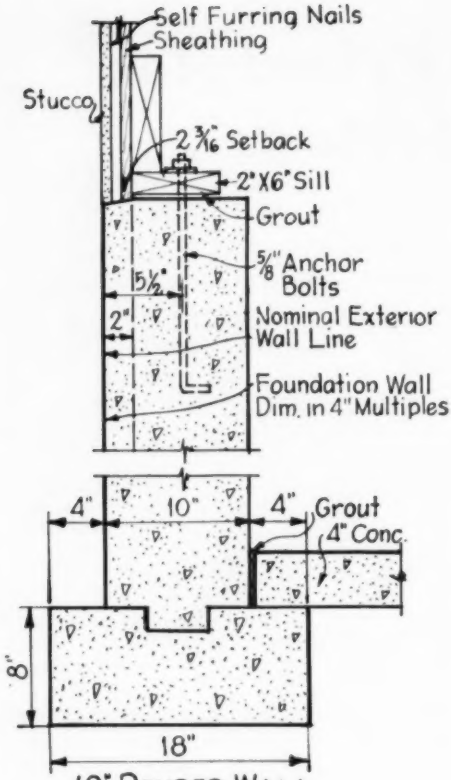


Step Footing

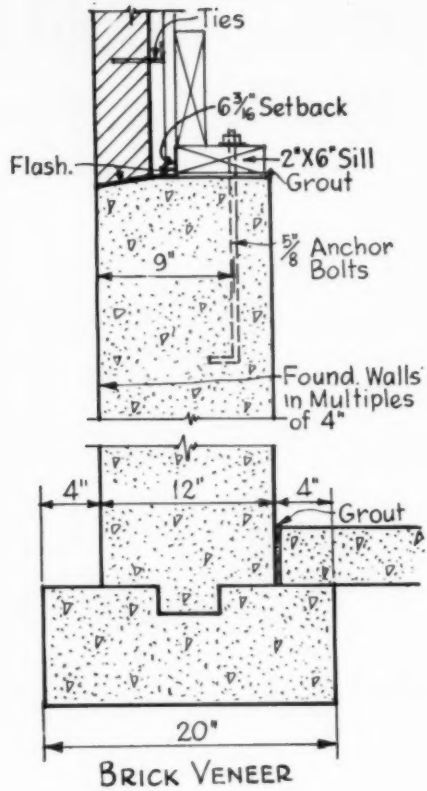
FIGURE 2

site work. If a shovel is used for the main excavation, cast the dirt in a spot where it will not interfere with subsequent work. Should a bulldozer be used, scrape in the direction of the gable ends. If the blade is used in the eaves-end direction, the subgrade becomes sufficiently compacted so that the drainage away from the house is usually impaired. Gutters and downspouts are generally installed later on and the eaves drainage increases the problem of a dry basement.

Check the depth constantly as the excavation progresses. It is not good practice to put concrete footings or floors on disturbed earth. When the



10" POURED WALL
Stucco Exterior



BRICK VENEER

proper depth has been attained, reset the chalk lines from the batter boards. Drop a plumb line from the intersections and lay out the footing plan. Establish the 4-inch setback from the wall thickness.

a. *All footings should be poured, concrete mixed in the following proportions by volume: One (1) part of portland cement, three (3) parts sand and five (5) parts of coarse aggregate.*

b. *Wall footings should be at least 8 inches wider than the wall that they support and at least 8 inches thick.*

c. *Columns and pier footings that stand alone should be at least two feet square and 12 inches thick.*

d. *Pier footings that are poured integral with wall footings should extend at least 6 inches beyond the pier and should be at least 12 inches thick.*

e. *Chimney footings should extend at least 6 inches beyond the brickwork and be at least 12 inches thick.*

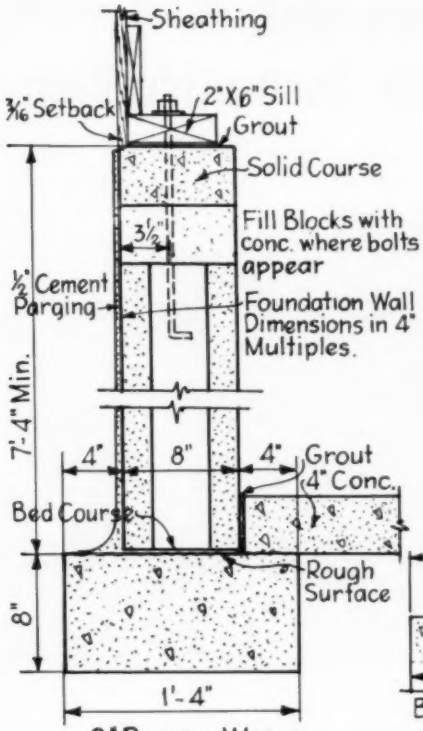
Excavate for footings and form when soil is unstable. If step footings are required, the overlapping step of concrete must present a doubled thickness in length, twice the thickness of the footing. (see Figure 2)

If water is encountered, dig a sump pit outside the perimeter of the footing and trench to this pit; laterals or herringbone to be dug if necessary. A trench the width of a shovel and deep enough to drain to the pit is essential. Fill with ballast which will allow normal drainage to the low spot. Conduct the trench under the footing with a two-foot length of 4-inch vitrified tile. Keep pump in operation until all concrete has set.

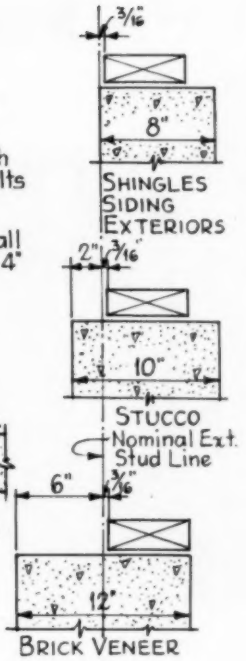
Pour the footings with the lowest slump possible for good placement and spade well. Key with 2x4 flat for poured walls. This is the beginning of the structure. These footings will carry all of the weight. If the water-cement ratio is high when the footings are poured, the strength of the concrete is greatly impaired. This operation usually receives the least attention of the contractor. It should receive the most. Rough the top of the footing before it sets to remove all laitance. This will prepare the surface for the bed course of mortar, parging cove and floor.

Lay Masonry in 4-Inch Increments

The masonry wall is laid upon overall dimension of exact 4-inch increments. Wall thicknesses are always in some multiple of 2 inches, i.e., 6, 8, 10 and 12. These wall thicknesses are sufficient for small residence but other wall dimensions can be used if desired or required. For example a stone veneer 8 inches thick would require a basement wall at least 16 inches thick, or a fireproof partition could be built in the basement that was only 4 inches thick. Concrete and masonry walls that are in 2 inch multiples in thickness result in over-all wall dimensions in 4-inch multiples. Wall dimensions in 4-inch multiples simplify design and layout and reduce the cost of form work and concrete masonry work. At the same time they give sufficient flexibility for all practical purposes in residential construction.

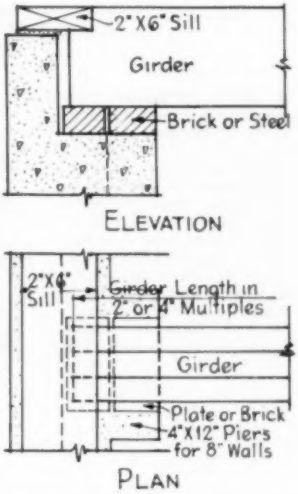


8" BLOCK WALL
Siding or Shingle Exposure



SECTIONS
Showing Sill Positions

NEXT MONTH'S ARTICLE will describe in detail the method of scheduling and erecting the first floor platform, both conventionally and sectionalized. This will also introduce a new procedure in floor construction, known as the floor wall; also, precast pier construction.



ELEVATION AND PLAN of a three-member girder at bearing position in the wall

If the basement wall is poured, clean the footing well and just before pouring the wall, apply a bonding grout of cement and water dissolved to a consistency of syrup. Immediately after this application, pour the wall using a 1:3:5 mix with the lowest water-cement ratio consistent with good placement. Vibrate with a 1½ inch snake or spade well.

Place forms for girder pockets and basement windows as required and place anchor bolts as shown in drawings. Pockets must be sufficiently large to ventilate the end of the girder. All basement windows should be reinforced diagonally over and under each corner with 2⅜ inch steel rods at least 2 feet long with deformed ends.

If the wall is made of masonry block units, apply the bed course of mortar to the cleaned, dampened footing. Pyramid the corners for alignment and lay up with full mortar joints.

a. *Joints should not be thicker than ½ inch and should be tooled to insure neat appearance and water tightness after mortar has become stiff.*

b. *Vertical joints should be offset at least 4 inches to insure a firm bond.*

c. *The top of the wall should be built of solid masonry for a height of at least 4 inches.*

After the wall has been completed, clean the footing on both sides of all mortar droppings. Apply the outside parge of cement plaster to the dampened wall. Cove well at the base and continue the parge in a monolithic application to grade.

When the floor is poured, clean the footing and apply the bonding grout to all footings and 4 inches up on the wall immediately before pouring. Use a 1:2:4 mix and tamp the perimeter next to the wall with a short 2x4 before troweling. Do the same for the lally column and chimney footings.

Girders and columns can now be placed. All girders shown on the details and recommended shall be bearing i.e., the floor joists shall bear directly on top of the girder. The ledger type has its obvious disadvantages and should be avoided where possible.

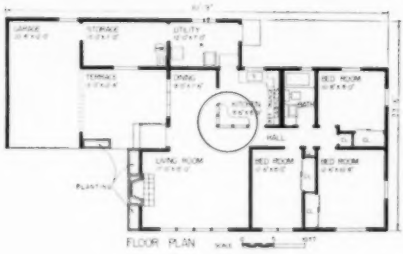
Girders should be set with their top faces flush with the top of the mud sill. The ends of wood girders that bear upon foundation walls should be set upon hard burned brick or steel bearing plate and supported by a 4x12-inch pier bonded to the masonry wall. The ends of steel girders that bear upon the foundation walls should rest upon steel bearing plates. These plates should be ½ inch thick and 4x8 inches in plan for poured walls and 8x8 inches in plan for masonry block walls.

Columns should be placed to support the girders but they cannot be shimmed to their final position until the first floor platform is leveled. The bottoms of the columns should be set upon the top of the footing which is on a level with the bottom of the floor slab. Columns should not be spaced farther than eight feet apart under wood girders. For greater spans than eight feet, steel girders of proper size should be used.

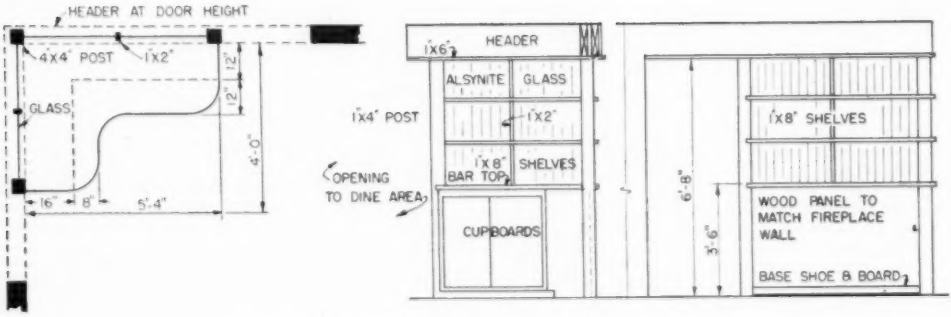
IDEA
Of the Month

Island Kitchen Wall With Decorative Value

A TRANSLUCENT plastic material, Alsynite, is used in various colors for the upper portion of this "island" which separates kitchen from living-dining room. The base for the island is in a combed cedar wainscot. Housewives like this device, since it lets light into the kitchen, makes a striking decorative note at night, affords shelving for bric-a-brac.—*from houses by A. Kenneth Larsen, in North Ridge subdivision, Seattle, Washington* (see pages 104-105)



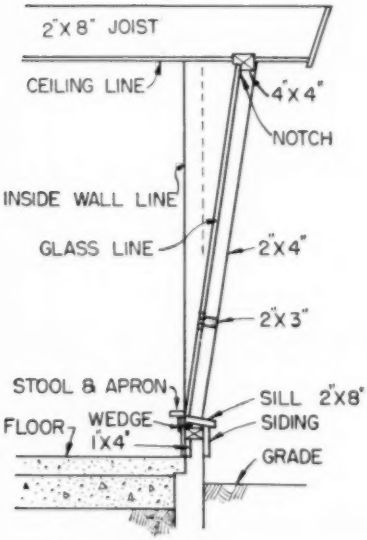
LOCATION OF THE ISLAND takes full advantage of "borrowing" light for the kitchen from the large window in dining alcove



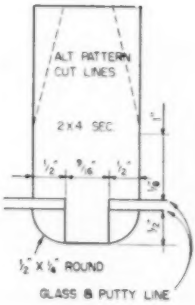
KITCHEN ISLAND WORKING DETAIL

How to Build a Corner Window To Reduce Glare

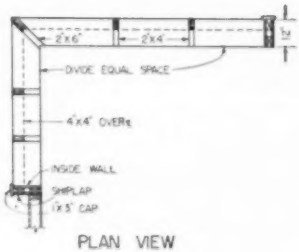
THE SMALL HOUSES being built by A. Kenneth Larsen in North Ridge subdivision, Seattle, (see pages 104-105) incorporate many ingenious ideas. This slanting corner window is one. As shown in the drawing, it becomes the fireplace wall of the living room and part of the adjoining wall. Adequate wall space for the living room is preserved by confining the rest of its windows to one horizontal unit, placed high in the wall



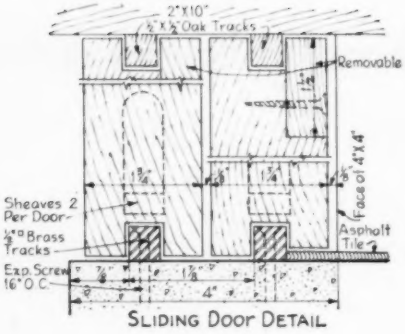
SECTION



DETAIL
VERT. & CROSS BAR

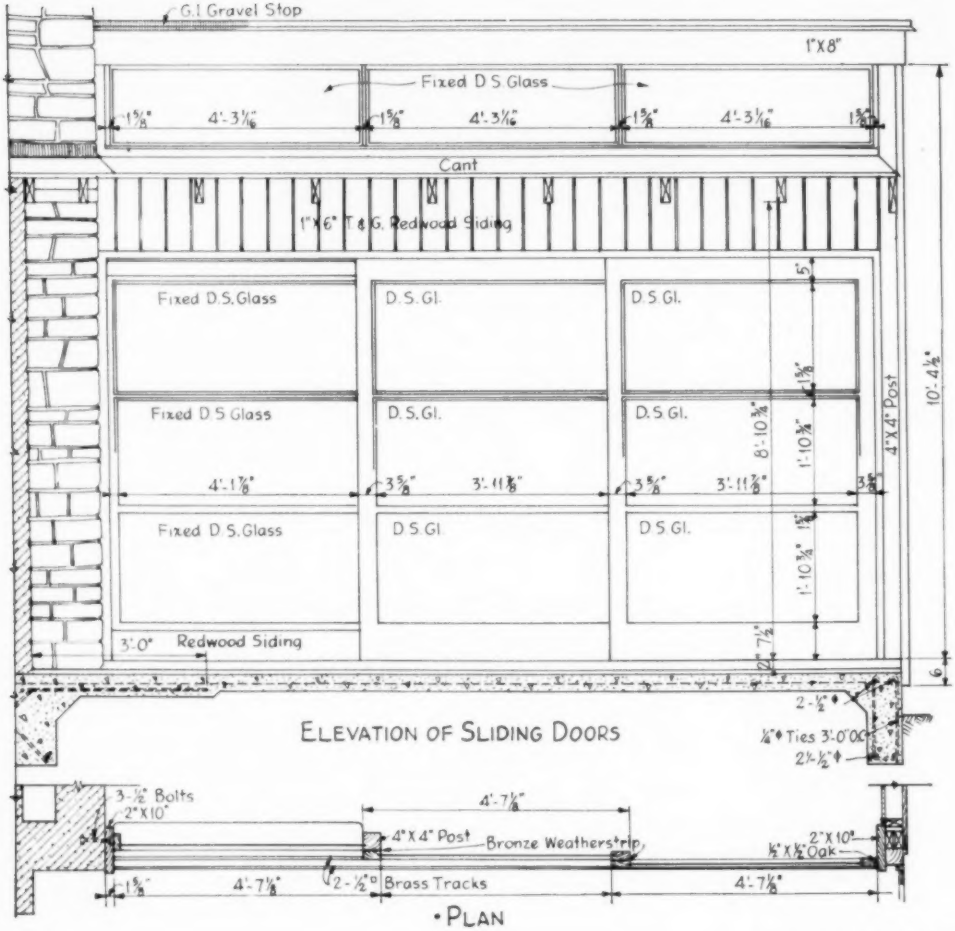


PLAN VIEW



How to get Light From a Porch Into a Living Room

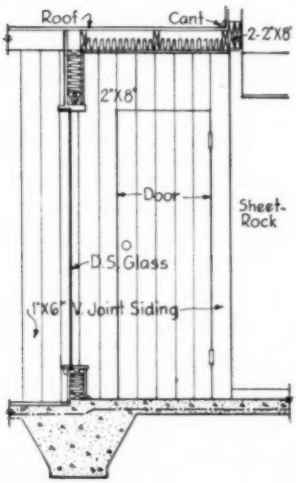
Clerestory and sliding doors are combined successfully in the living room of this house at College Station, Texas. Henry E. Mooney of Waco, Texas, was the architect. Builder was Stratta & Abbot, of Bryan, Texas.



Well Thought Out Entrance Detail

The 1x6 T&G V-joint redwood siding is carried on into the entrance hall, which is clearly visible through the fixed glass panel. The door seen on the inside is for a coat closet.

From a house at College Station, Texas. Designed by Henry E. Mooney of Waco, Texas. Builder: Stratta & Abbot, Bryan, Texas.



Dallas Home Week Planned as Money-Maker for Association

DALLAS PARADE OF HOMES committee (Around table, clockwise): Morris Burke, Harold F. Smith, Charles R. Tipps, Avery Mays, Joe F. Maberry, H. Leslie Hill, general chairman; Vernon S. Smith, Grover A. Godfrey, Wilson H. Brown, Marvin Gassman, and John Foley

"Plans are now underway for what will be our biggest NATIONAL HOME WEEK celebration," Grover A. Godfrey, executive vice president of the Home Builders Association of Dallas, revealed in a recent statement.

The "1952 Parade of Homes" adapted from Milwaukee's annual celebration will have many new variations. The Dallas NAHB chapter plans to net approximately $15,000 from the "National Home Week" event.

"This type of promotion," stated Godfrey, "is the best money raising scheme that an association has. It is also great promotion for the builder's final product."

The Dallas group purchased 42 lots in a two-block area. The lots will be sold to builders who will submit plans to a committee for houses costing $12,000 and containing between 900 and 1200 square feet. Plans and colors will be approved by the committee. Lots will also be drawn by the committee for the builders.

House erection will start after the 1st of May and must be completed three days before NATIONAL HOME WEEK begins. The houses, if sold previous to the opening of the promotion, cannot be turned over to the prospective buyer until after the affair. All rooms in the houses, except the kitchen, will become the property of the association for rental to suppliers and furniture dealers.

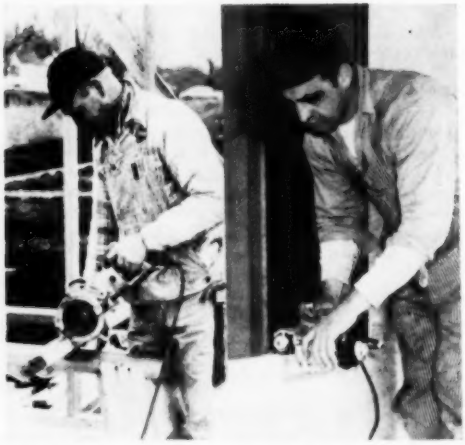
Admission will be charged for entrance to the area which will be fenced off. Many thousands of free passes will assure a good turn out. Continuous entertainment will be provided in a large circus tent.

Only members of the Dallas association can take part in the 1952 program. Builders co-operating will receive a page in the program with a picture of their house as well as much publicity in newspaper supplements. Present plans include four to eight page newspaper sections alternated each day by the two local papers.

Estimated Profits from the Parade of Homes

Estimated Gross Income	
Lot Profit—40 houses	$ 4,000
Builder entry fee—40 houses	4,000
Room rentals, $150 House rentals, $3,350	6,000
Advertising sign space	4,000
Concessions and admission fees	3,500
Total	$21,500
Estimated Costs	
Advertising	$ 4,000
Entertainment and decoration	3,500
Total	$ 7,500
Estimated Profit	$14,000

Power Tools Work Many Economies for this Builder



BROADER latitude in individual design was possible because of the versatility and economies possible with power tools

IN summing up the value of power tools, James R. Leverett of Des Moines, Iowa, quotes a Yale professor who has estimated that with the machines created by man the average person now has available to him a work power equal to the muscle power of 120 slaves. This builder's current project is the Wilmore Wood development in Des Moines.

Leverette uses power tools for the following reasons:

"A power saw does in six seconds the 29 second job of cutting a 2x10 with the aid of a hand saw. Average saving per house 28 per cent.

"Power tools are time savers in production, reducing payroll costs.

"They are physical effort savers . . . men hate to go back to the use of hand tools.

"Efficiency is increased . . . improvement of the final product is obtained.

"They steady the production line . . . avoiding layoffs . . . provide year round production . . . avoid labor turnover by keeping same men year after year.

"They limit the amount of construction money required and reduce capital tie-up.

"Power tools off-set increased wages by stepping up production.

"Cut winter costs.

"They minimize storage and trucking problems.

"They help meet competition of competitor who also uses power tools."

Basement Excavation Costs

The following are comparative costs established by Leverett's excavator on a typical 24x30 basement excavation:

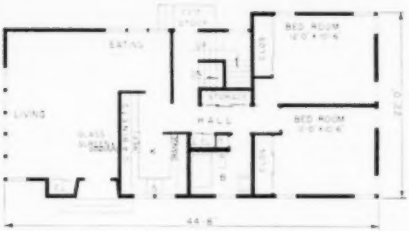
1938 Method

One man and team	$8.00 per day
Extra man	$4.00 per day
Time required for excavating	2½ days
Total cost	$30.00
Cost per yard	.35

Same Method Applied to 1952

One man and team	$20.00 per day
Extra man	$13.60 per day

FIRST FLOOR PLAN



FIRST FLOOR PLAN

FIRST FLOOR PLAN

HOUSES show typical design variations found throughout the entire Wilmore Wood development

Time required for excavating	2½ days
Total cost	$84.00
Cost per yard	$1.35

1952 Method Using Tractor with Shovel

One man with tractor	$19.36 per day
Extra man	$13.60 per day
Three basements excavated in a day	
Total cost	$32.96
Cost per yard	$ .45
Cost of tractor, $10,000. Replaced every 3 years	
Replacement cost of tractor per yard	.10
Hauling tractor, cost per yard	.03
Fuel for tractor, cost per yard	.02

Houses in Wilmore Wood subdivision were designed by the following architects: Matern and York, Long Island, N. Y., Walter T. Anicka, Ann Arbor, Mich., Amos Emory, Wetherill and Harrison of Des Moines, Iowa. By using a group of standard plans prepared by well known architects, similarity in planning and design was avoided.

BRAND NAME PRODUCTS USED

- Briggs plumbing fixtures
- Bryant gas furnace
- Bilt-Well millwork
- Gold Bond gypsum sheathing
- Hall-Mack bath accessories
- Iowa paint
- Insinkerator garbage disposal unit
- Kennetrack sliding door track
- Luxaire furnace
- Bird & Son and Celotex asphalt shingles
- National hardware
- National Lock Co., cabinet hardware
- Nickey flooring
- Reynolds aluminum windows
- Romex wiring
- Plyglaze, Noveply, Weldtex plywood
- Stanley screen hardware
- Textolite wall finish and counter tops
- U. S. Sheetrock and Perfatape
- Wesleck hardware

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And they are furnished in a number of standard sizes, to fit any shape or size room. Their rounded corners and trim modern lines make them suitable for the most modern home.

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● To keep your Nevamar surface beautiful . . . Don't use abrasive cleansers. A protective pad should be used beneath hot vessels, electric toasters and similar appliances. Don't use your Nevamar surface as a cutting or chopping board.
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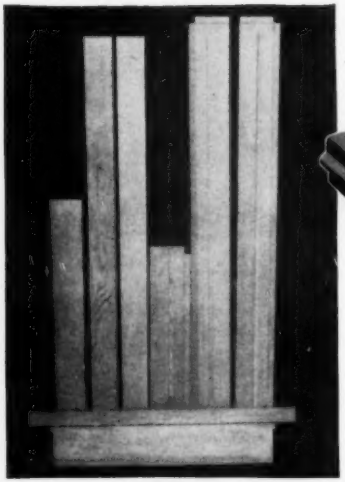
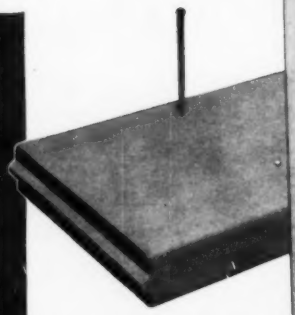
NEMA





Factory-Drilled NAIL HOLES
Assure quick, easy installation.

Factory-Assembled PARTS
Can be quickly installed in just a few minutes.

LOOK TO LONG-BELL FOR QUALITY WOOD PRODUCTS

From Long-Bell Douglas Fir and Ponderosa Pine factories —quality Frames, Industrial Cut Stock, Sash and Doors, Glazed Sash, Box Shook . . . Kitchen Cabinets . . . Unpainted Furniture . . . Prefabricated Building Stock . . . varied Products.

OAK FLOORING

PONDEROSA PINE and DOUGLAS FIR PLYWOOD

HEMLOCK . . . CEDAR . . . WHITE FIR SOUTHERN PINE and HARDWOODS

TREATED PRODUCTS

. . . Woods treated with creosote and standard salt preservatives, from Long-Bell Wood Preserving Plants.

These Durable DOUGLAS FIR Frames Last a Lifetime!

You give your customers the finest quality frames . . . and save hours of installation work with Long-Bell Airtite Window and Door Frames. Now, to save even more time, casings are factory-drilled for easy nailing! And frames are easier to install because all parts are precision-manufactured to fit perfectly. Complete installation takes only a few minutes!

Durable Douglas Fir is the ideal choice for long-lasting frames that keep doors and windows operating easily. Its natural strength, resistance to weather, low moisture absorption and high paint retention assure years of dependable service.

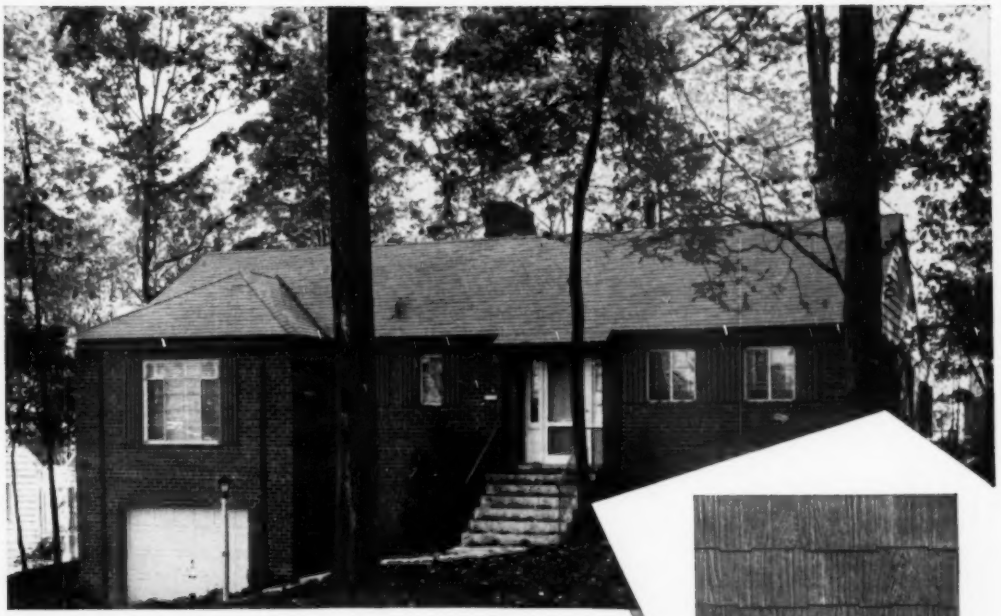
Long-Bell Airtite Douglas Fir Frames are available in a variety of sizes and styles . . . distributed through millwork jobbers.

The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

DIVISIONAL SALES OFFICES

EASTERN DIVISION • KANSAS CITY, MO. **WESTERN DIVISION • LONGVIEW, WASH.**



New Silver Spring, Md. residence roofed with "Century" No. 5 Spanish Red Asbestos Shingles. **APPLICATOR:** L. A. Lee and **ARCHITECT:** Louis R. Moss, both of Washington, D. C.

Random width, thatched butts of "Century" No. 5 Shingles give appearance of American method, individual shingles. Available in Spanish Red, Surf Green, White and Black.

Here's a roof that helps you sell the house—

"CENTURY" ASBESTOS-CEMENT ROOFING SHINGLES

Looks good for life . . . You have the strongest kind of sales appeal when you use "Century" Roofing Shingles on a house—for here is a roof that is smart and rich-looking and *will stay that way for life!*

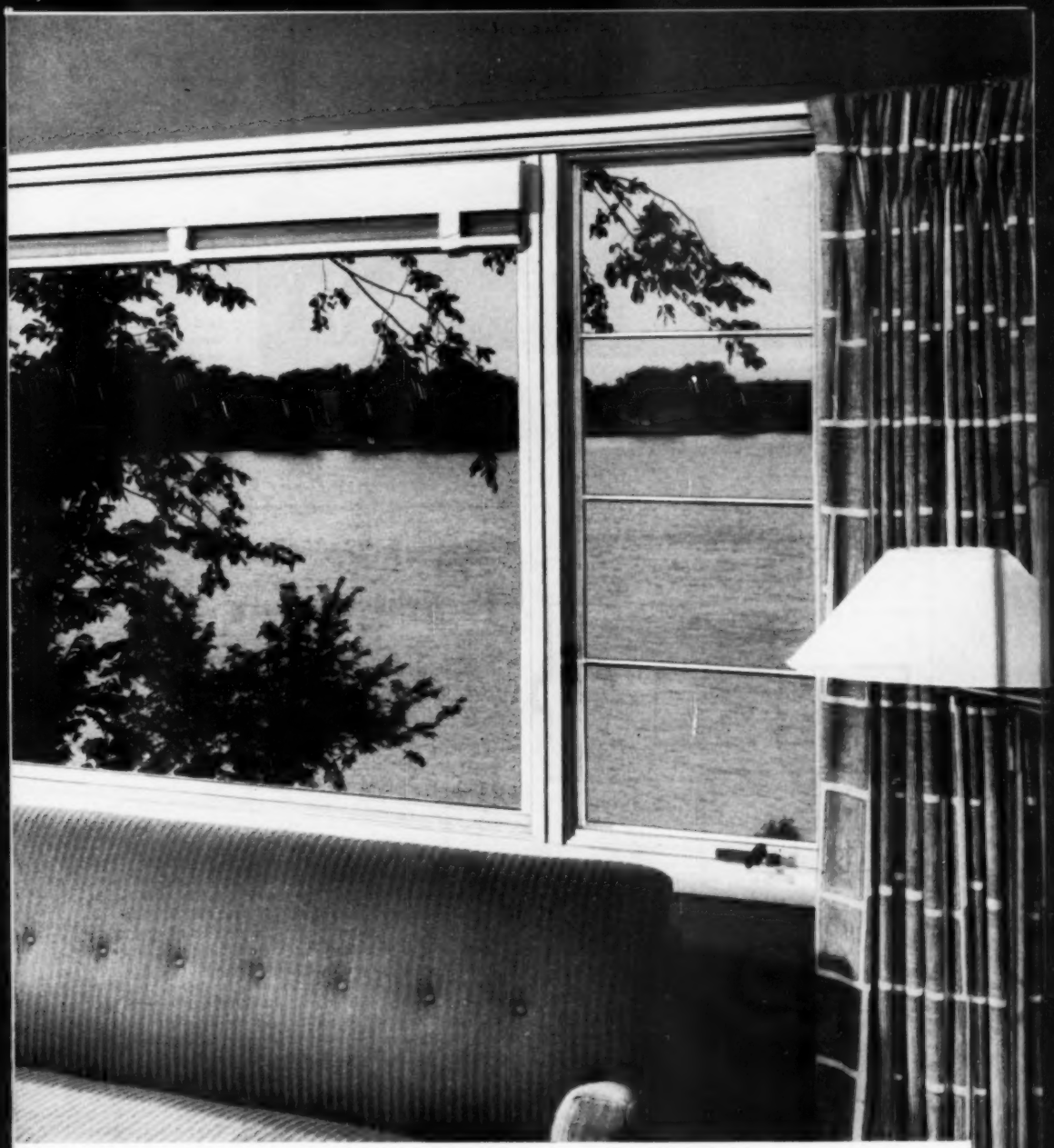
A variety of beautiful colors . . . The color is built right into these asbestos-cement shingles—they can't fade. So with several handsome colors to choose from you can achieve any effect you desire.

Bans fire, rot, termites . . . And it's a roof that can't burn, soak, or rot, and will never feed termites, or need painting.

Moderate in cost, goes on fast . . . You'll find "Century" Shingles are a *profitable* roof for you to put on—large units permit fast application. Ask your K&M Dealer about "Century" Asbestos-Cement Shingles. Or write us direct . . . we'll rush a reply.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
America's first maker of Asbestos-Cement Shingles

Andersen Casement Windows now also available with ventilating sash 4½" wider than those illustrated
FRAME A RESTFUL PICTURE with
ANDERSEN
Windowalls*



A BEAUTIFUL VIEW deserves a beautiful window treatment . . . and what can do the job better than an Andersen WINDOWALL? Here the architects have used a stock Andersen Casement Picture Window Unit. It opens to a lake view and lake breezes as a window. It presents a highly weather-tight wall to cold and rain. Both window and wall, it's a WINDOWALL . . . a fine window unit made of beautiful wood.

*TRADEMARK OF ANDERSEN CORPORATION

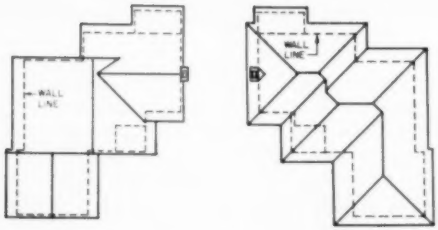
Andersen Corporation • BAYPORT, MINNESOTA

FAMOUS FOR COMPLETE **WOOD** WINDOW UNITS

For specification data, see your millwork dealer, Sweet's Builders' file or write Andersen Corporation.

THIS HOUSE, which was planned for a corner setting in the development, shows one of the many roof treatments employed to provide variation in exteriors.

TYPICAL PLAN for house shown above



ALTERNATE ROOF DESIGNS with same plan reversed

'Break-Up' the Roof to Add Variety

Builder and Designer:
H. Cedric Roberts, Inc., Burbank, Calif.

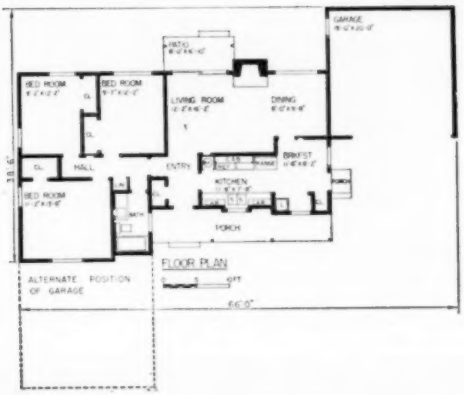
GETTING away from the "look-a-like" appearance in houses, a knotty problem for the large scale developer catering to modest-price brackets, has been largely overcome in a San Fernando, Calif., project for the small extra cost of $100 to $200 per house.

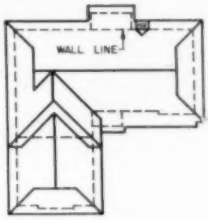
H. Cedric Roberts, builder and designer of the 95-unit Missionwood development, decided the old axiom, "keep the roof simple," was false economy in his case. Using five basic floor plans, and employing the familiar devices of plan reversing, garage shifting and color styling, together with the changes in the roof designs, he manages to get a completely different look for each house. Every device in roof framing, such as hips, gables, and shed types, including combinations of all three, is used with the result that an endless variation is obtained.

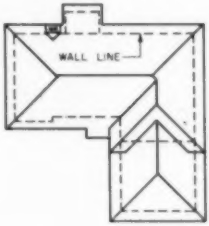
Basically of frame and stucco construction, the homes contain three bedrooms, two-car garages, covered porches and brick fireplaces with tile hearth. On plots that averaged 60x132 feet in size, they were sold for $11,000 to $12,800, with the exception of six houses located on corner sites which brought $13,950. Many trees on the property, a former orange grove, have been preserved to provide fruit and shade for the new owners.

Inside, special care is given to increased utilization of space. Picture windows six feet square are framed in 2x6's, placed flush with the outside wall and extending about an inch beyond the interior wall. The horizontal members provide wide ledges suitable for knick-knacks. In kitchens where the sink is placed along an outside wall, the window is recessed six inches by toenailing 2x6's into the framing all around the opening. This makes an attractive detail on the outside.

A complete color schedule is prepared in advance so every house has a different color scheme inside and out.

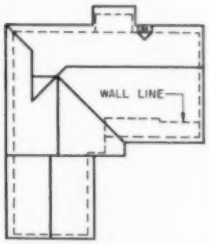


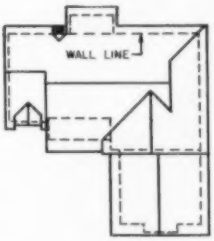




THE TWO HOUSES ABOVE have the same basic floor plan. In one house the plan is reversed with garage relocated at the front of bedroom wall. The interesting feature is that the exteriors appear entirely different, due in part to the complete change of roof treatment

THE HOUSES BELOW continue to indicate the wide design variance which is possible where a complete change of roof construction is employed. On this page are shown a number of additional roof variations. These are applicable to each basic plan used



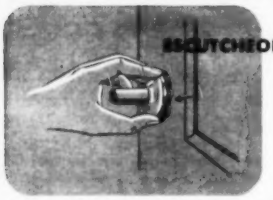


THESE FEATURES SAVE REAL TIME AND MONEY

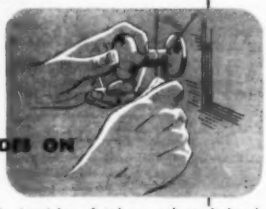
GET THEM IN

NATIONAL LOCK*set*

Patent Applied



ESCUTCHEON SNAPS ON



KNOB SLIDES ON

After NATIONAL LOCKset is firmly affixed to the door (steps which are simple and fast to perform), the escutcheon is snapped on . . . engaging two small embossings in the clamp plate. • Application of knob is just as easy. You merely press in small spring pin in side of tube and push knob on tube until pin engages opening in neck of knob. • Ask the man who has actually worked with NATIONAL LOCKset on the job. He will tell you there's nothing like it for fast, easy installation on the door.

America's Outstanding Lockset Value

Key Locks . . . Key Control Locks . . . Turnbutton Locks . . . Pushbutton Locks . . . Privacy Locks . . . Knob Latches

order now from your supplier

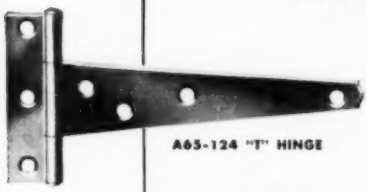
distinctive hardware . . . **all from 1 source**

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

Fast-Selling **BUILDERS HARDWARE**

by NATIONAL LOCK



A65-124 "T" HINGE

A58-134 HINGE HASP

A65-114 STRAP HINGE

In-demand items . . . wide choice of sizes. Finishes include Plain Steel, Zinc Plated (ZP-1) and Brass Plated (BP-2) on specific numbers. Packed one dozen in sturdy, easy-to-identify cartons. Order now! Ask also about the popular Series "410" NATIONAL LOCKset.

Look to *National Lock* as your dependable supplier for

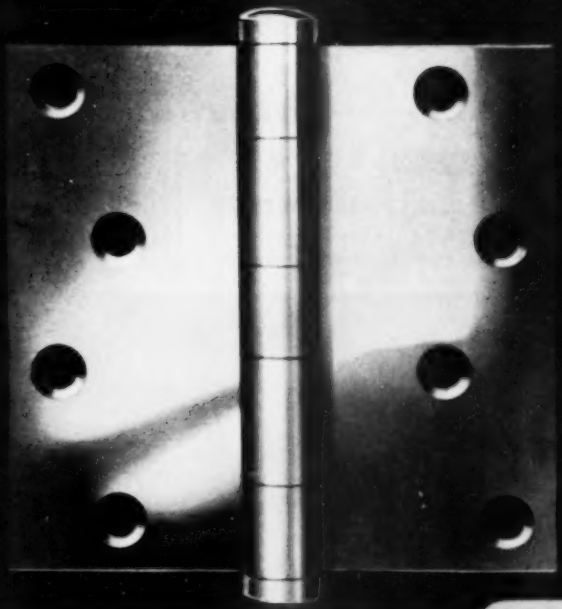
REGULAR and HALF SURFACE

BUTT HINGES

Here is one of the many quality items included in the broad line of NATIONAL LOCK builders hardware. Regular and half surface BUTT HINGES are available with ball tips, button tips and loose pins. Packed one pair with screws in a neatly labelled box.

ASK FOR BUILDERS HARDWARE CATALOG

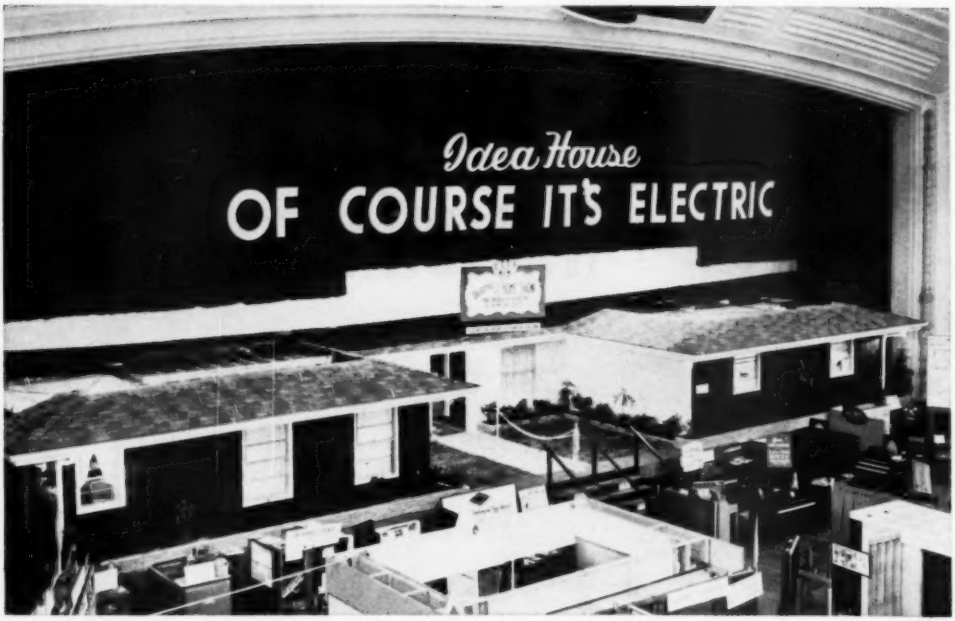
A65-026 BUTT HINGE — Reproduced actual size



distinctive hardware . . . all from 1 source

NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division



$25,000 TO $30,000 HOUSE built on the stage of the Chattanooga Memorial Auditorium. Walks were in place and grass planted

NATIONAL HOME WEEK

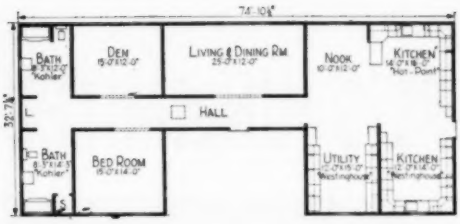
House On A Stage

CHATTANOOGA MAYOR Olgiati officiated in the opening ceremonies. At the extreme right is W. Harry Gilbert, president of the Chattanooga NAHB chapter. Second from left is Grover A. Godfrey, promoter of show

THE "Idea House" built on the stage of Chattanooga's Memorial Auditorium was the feature attraction of the 1951 National Home Week observance by the Chattanooga Association of Home Builders. Built with the cooperation of local dealers and the electric company who furnished materials, the association furnished all labor.

The house was designed for displaying the latest in design and electrical living features. It was erected, decorated, and furnished in seven days.

Chattanooga's million dollar home show saw 44,000 visitors pass the turnstiles and pay admissions of 25 cents in the afternoon and 35 cents in the evening.



BRIDGE over the Tennessee river carries large billboard advertisement of the Home Show

ROOM DISPLAYS featured manufacturers' products and merchandise of local furniture outlets

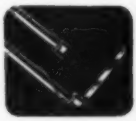
HIDALIFT

the completely modern SASH BALANCE

speeds up new construction sales!

New construction really sells faster when you add Hidalift's exclusive "sell" features to your buildings. And no wonder! 100% *concealed* — it boasts *positive lifting power* provided by the highest quality coil spring. *Smooth-as-silk* in operation, the new, improved Hidalift is designed for *easy, fast installation*. Truly the most modern sash balance ever made . . . acclaimed by builders, contractors and homeowners — everywhere!

TWO TYPES OF ATTACHING BRACKET
Tension is applied DURING installation by winding hinged bracket arm (on "L" type); AFTER installation by turning tensioning screw on both "L" and "Cup" types.



T&S *Quality Products For Over A Century*

HIDALIFT DIVISION
THE TURNER & SEYMOUR MFG. CO., TORRINGTON, CONN.

Gentlemen:
Send complete literature and prices on Hidalift.

Please check ☐ Dealer ☐ Builder

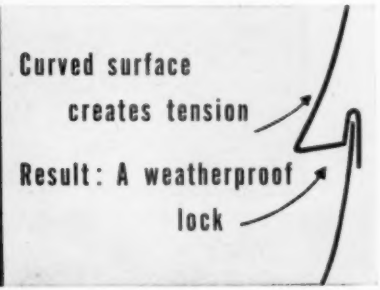
Name _____

Address _____

City _____ Zone _____ State _____

YOUR FUTURE'S UNLIMITED

Smart, modern, practical *is the exterior of this Mandeville Canyon residence near Los Angeles, designed by William Wilson Wurster, AIA. Effective vertical application of Kaiser Aluminum Siding is both striking in appearance and functional. Helps deaden sound and provides excellent insulation. Attractive baked-on enamel coat can't crack, peel or blister — is amazingly easy to clean.*



Kaiser Aluminum Siding *is rot-proof, rust-proof — lasts for generations. Slightly concave surface gives rigid, ripple-free construction. Installed under tension, Kaiser Aluminum Siding assures tight, weatherproof joints. Upper edge of strip fits into slotted lower edge of adjoining strips for easy installation. Nails go through pre-punched holes, are completely concealed.*

WITH ALUMINUM

THE most versatile building material of all—aluminum—will be available in plentiful supply when the current industry-wide expansion is completed.

Kaiser Aluminum alone is increasing its pre-Korea production of primary aluminum 132%. For example, the new Kaiser Aluminum plant at New Orleans soon will double its production—will become the largest primary aluminum reduction plant in the United States.

So you should plan now to incorporate light, strong, corrosion-resistant Kaiser Aluminum in your future construction.

Check before you substitute

The defense program today is making heavy demands on Kaiser Aluminum production facilities. So you may not always find Kaiser Aluminum readily available for non-defense projects.

However, it may pay you to check with your Kaiser Aluminum dealer before you specify less-satisfactory substitute materials. For he still may be able to meet certain requirements from his stocks.

A few of today's modern aluminum applications

Shown here are a few of the modern applications in which aluminum was specified for its unique advantages in design, beauty and practicality.

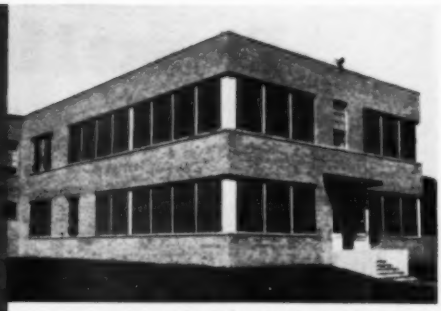
These applications suggest the unlimited possibilities of your future designs—*with aluminum!*

Write for information

Write for full information about any Kaiser Aluminum building product—and for AIA files. 65 Kaiser Aluminum offices and warehouse distributors in principal cities. Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, California.

Kaiser Aluminum

building materials for home, farm and industry



Kaiser Aluminum Shade Screening *on New Jersey offices of Chilcott Laboratories made air-conditioning feasible. Tiny louvers stop hot sun rays before they hit the glass, reducing heat to controllable levels. Glare effectively reduced. Soft, adequate illumination lessens eye-fatigue. Anodized finish requires no maintenance, no painting. Hinging makes windows easily accessible for cleaning.*

Kaiser Aluminum Ductwork *in Foley's Federated Department Store in Houston fabricated on the jobsite. Highly workable, easily joinable by standard methods, aluminum ducts were installed with less worker fatigue, less wear on equipment. Pound for pound, aluminum ductwork has three times the working surface of steel. Uninsulated, it delivers as much heat as insulated galvanized material.*

Kaiser Aluminum Roofing *is effectively used as a ceiling liner in a Golden State Dairy building at Van Nuys, California. Because it is so easy to clean, aluminum contributes to maximum sanitation. Because it's solid aluminum—not clad or veneered—this ceiling is highly resistant to rust and corrosion. Never requires painting. Virtually maintenance-free. Strong—durable—lasts for years. And because aluminum is so light in weight, it is far easier to install.*

Insulite sheathing

INSULITE CUTS APPLICATION TIME. One carpenter can sheath 1,000 square feet in six to eight hours and cut labor costs at least 25% with Insulite. It's clean and easy to handle. Practically eliminates waste. Store it anywhere—it's weatherproofed throughout.

makes this home a better buy!

N. W. Dible of Kansas City, builder of more than 4,000 homes, tells how Insulite helps him sell quality homes at down-to-earth prices!

"I figure that Insulite sheathing helps me give folks more house for their money in two ways.

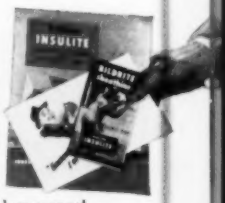
"First, Insulite cuts building costs enough to help pay for extra features. For instance, the money Insulite saves me on labor and material goes toward paying for bigger rooms or an extra half-bath.

"Second, Insulite helps me build a better home because it has extra insulation value and outstanding structural strength.

"Features like these are important when it comes to building quality homes . . . and a sound reputation."

EXTRA INSULATION VALUE. The Insulite Bildrite Sheathing used on this attractive N. W. Dible home has insulation value equal to 1¾" of lumber, 11" of common brick, 20" of face brick or 27" of concrete. Insulite helps cut fuel bills, makes homes more comfortable.

ELIMINATES CORNER-BRACING. 4-foot Insulite Bildrite *without* corner-bracing has more than twice the bracing strength of horizontal wood sheathing. Bildrite Sheathing's tremendous bracing strength is actually greater than diagonal wood sheathing.



FREE KIT FOR BUILDERS. Contents include Insulite's Cost-Comparison Folder with which you can easily figure your actual savings with Insulite. Other material describes how Insulite helps you build better homes in less time . . . for less money! Send for your free kit today. Write Insulite, Minneapolis 2, Minnesota.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

BUILD AND INSULATE WITH DOUBLE-DUTY

INSULITE

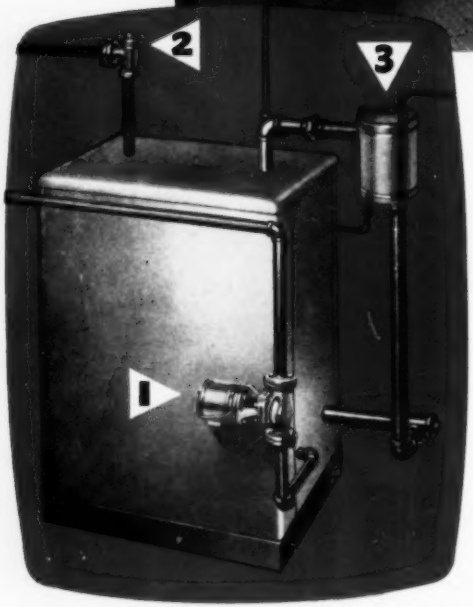
INSULITE AND BILDRITE ARE REG. T.M., U.S. PAT. OFF.

MADE OF HARDY NORTHERN WOOD

B & G Hydro-Flo* Heating

WITH BASEBOARD HEATING PANELS

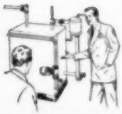
FOR RADIANT SUNNY WARMTH AND BEAUTY TOO



THREE GREAT SALES FEATURES!

WARMTH AS SOOTHING AS SUNSHINE

YEAR 'ROUND HOT WATER



LOW OPERATING COST

No wonder this combination for winter comfort and home beauty is being installed in so many new homes!

Consider these features: Radiant sunny warmth from heating units which look like conventional wooden baseboards *and are just as unobtrusive!* No over or under-heating—the B & G *Hydro-Flo* System automatically adjusts the heat supply to the weather! Heat is evenly distributed—draftless—virtually the same temperature from floor to ceiling!

Next, an all year 'round supply of hot water for kitchen, laundry and bath, *heated by the same boiler that heats the house.* Plenty for automatic washers, showers—and at amazingly low cost!

And finally—fuel economy! The automatic modulation of the heat supply prevents fuel waste—keeps heating cost at rock bottom. This accurate control is especially valuable in spring and fall, when only a little heat is needed.

Write for descriptive literature.

B & G Hydro-Flo Equipment can be installed on any hot water heating boiler

1. *B & G Booster*—An electrically operated pump which circulates hot water through the baseboards.
2. *B & G Flo-Control Valve*—Helps keep home temperature constantly at the comfort level.
3. *B & G Water Heater*—Provides an abundance of year 'round, low-cost hot water.

BELL & GOSSETT COMPANY

Dept. CN-11, Morton Grove, Ill.

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto, Canada

*Reg. U. S. Pat. Off.

DOUBLE-HUNG and PANORAMA WINDOWS
4 styles—35 stock sizes.

HORIZONTAL SLIDING WINDOWS
5 standard sizes. Also with universal Fit-Trim in 7 modular sizes.

VIEWall PICTURE WINDOWS
Large 9' x 6' single unit

Choose WINDOWS that add VISIBLE SALES APPEAL to any house you build

Quick, easy installation.
No painting needed.
Cannot rust or rot.
Quality construction.
Built-in weather stripping.
Trouble-free operation.
Lasting good looks.
Low installed cost.
Screens and storm sash for all sizes.

Want to give your houses extra sales appeal that prospects can see from the *outside*, as well as the *inside?* Then do as thousands of builders from coast to coast are doing—install ALWINTITE aluminum windows.

Nationally advertised ALWINTITE is the top quality residential aluminum window line prospects recognize and want. The smart good looks, easy operation, sturdy construction and many built-in quality features of these modern aluminum windows appeal to all.

You, too, will like ALWINTITE because they are easy to handle, easy to install and require no painting or costly servicing.

All ALWINTITE window products are manufactured by General Bronze Corp.—quality window specialists for over 40 years. For complete information and name of nearest dealer, write to Dept. AB-6, ALWINTITE DIVISION, General Bronze Corporation, Stewart Avenue, Garden City, N.Y.

ALWINTITE
ALUMINUM WINDOWS

Chapter IV, Part II of a Series—Last month we covered preparation of outside surfaces, when to paint, how woods affect paint, how many coats to use, estimating, climate differences

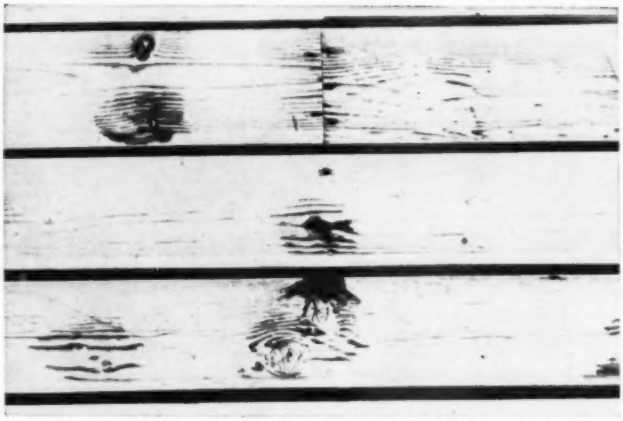
Painting Exterior Surfaces

This chapter takes up troubles of application, painting exterior masonry, the problem of natural finishes, repainting. Included also is a table showing "What to Use—Where and Why"

THE Forest Products Laboratory classifies four kinds of trouble which can occur when exterior paint is applied: crawling, poor drying, wrinkling, and uneven gloss and color.

Crawling is a condition which occurs chiefly in repainting. When the new paint refuses to wet the old paint and tries to draw back into drops (as water does on a greasy surface) it is said to be "crawling." It may arise because the surface is not free from oily dirt, or because the old paint is not yet old enough to be suitable for painting over, or because the new and old paints are too dissimilar in composition.

Poor drying of enamels, varnishes, and some paints may be caused by too-long storage of the material. Check drying before using old shipments. Prompt drying can be restored by adding a little liquid paint drier. However, this procedure won't speed up drying if the material is be-



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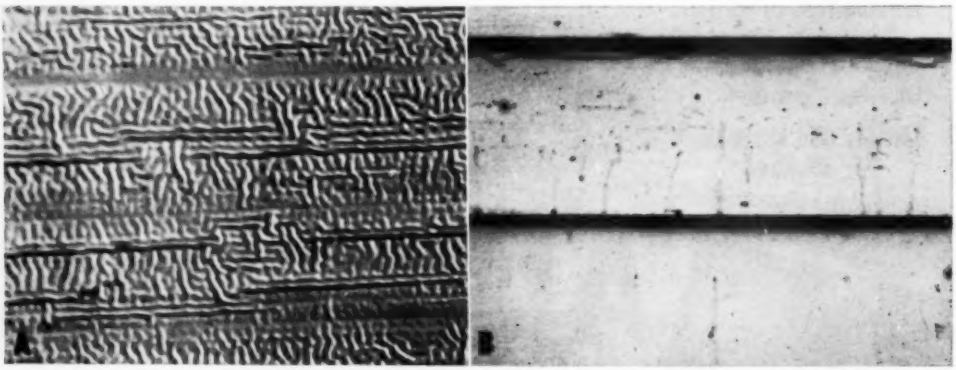
KNOT SEALER does not necessarily solve the knot problem in painting. On low-grade lumber especially, knots impair the service of paint whether or not they are covered with sealer. On this building the knots were carefully covered with shellac before painting.



TROUBLES OF APPLICATION. Defects encountered as a result of faulty practices or hazards of weather during application of the paint. (A) shows wrinkling. (B) is an example of the exudation of zinc salts of acid decomposition products of the linseed oil in the paint. (C) Uneven gloss from stingy applica-

ing used under adverse conditions of cold, damp, and cloudy weather. Wax or paint remover may also retard drying if not completely cleared off the surface.

Wrinkling occurs when paint does not dry with a smooth surface but instead draws up into folds while drying. This happens in any season when paint is mixed with too much oil and applied in too thick a coating. However, wrinkling chiefly afflicts cold-weather painting, when there may be a sharp drop in temperature a few hours after the paint has been applied. Wrinkling does not lessen the durability of the coating.

Uneven gloss and loss of color may be caused by too much thinning of the paint, or too high a spreading rate, so that the oil in the film is absorbed by the wood or by the previous paint. This is a common condition in 2-coat work on new wood or in one-coat repainting jobs. It may also be caused by poor weather conditions while the paint is drying or during its first few weeks.

Painting Exterior Masonry

Before any of the various coatings used for exterior masonry are applied, there are certain preliminary steps that must be taken. Any structural defects must be repaired. Joints and cracks in the surface of the masonry must be filled with mortar, and caulking compounds may be used to fill cracks around window casings and doors. This compound should be coated with the same oil-type paint used for the house trim. In painting masonry the undercoat is of great importance, because this first coating must remain unaffected by the lime that is present in concrete, stucco and mortar, and in addition must have good hiding power.

Cement-water paint is especially good for painting open-textured surfaces and also for walls of new structures that normally contain water-soluble alkaline salts. The new masonry surfaces should be sprayed before painting and kept moist for two or three days afterward to make the cement set. Painting with the cement-water paint can begin seven days after completion of the building. The paint should be applied with a wide and flat stiff bristle brush which makes it possible to force the paint into all cavities. The second and final coat is brushed on in the usual manner.

If oil paint is being used, a wide flat bristle brush should be the tool for its application. The use of an oil paint should be delayed from three to 12 months after a structure is completed, depending upon weather conditions, the thickness and porosity of the walls, and the kind of mortar used (mortar without lime will dry much faster than mortar in which lime is present). Open-textured surfaces need a preliminary coat of a cement-sand base material if an oil paint is used on them.

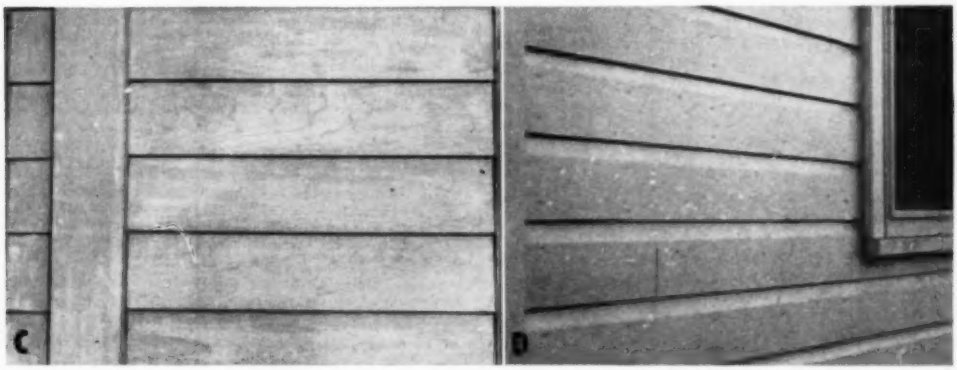
Waterproofing the outside wall. Ordinary concrete or masonry usually absorbs water to a slight degree, and this tendency can create problems of dampness in basement walls. The classical method of waterproofing an exterior underground wall has been to apply a thick coating of asphalt paint or a hot bituminous material all around. Other methods include using two coats of Portland cement plaster, each ¼ inch thick, or intermixing the cement on the job with a compound containing stearates which line the pores of the concrete, rendering it impervious to moisture. For use on foundation walls above ground there are available coatings of penetrating, transparent silicone-base water-repellents. They are designed to act as a kind of invisible "skin" to keep the water out of the blocks or masonry, and are used with varying degrees of success. The widespread over-emphasis on waterproofing for basement walls often obscures the very important fact that no waterproofing is of itself a cure-all. Improper drainage of the site, poor workmanship and defective construction can nullify any type of waterproofing.

Natural Finishes—The Problem of Redwood

The architectural vogue for redwood houses which are not painted but given coatings to produce a "natural finish" has been a headache to paint makers and builders alike. The point is that without pigmentation which can resist the ultraviolet rays and build up resistance to moisture, mildew, etc., an exterior coating just won't hold up long enough to justify its use. Also, it never really preserves the natural color of the wood, but gradually changes it, usually making it darker.

There are three ways currently used to attempt the natural finish on new redwood: (1) by applying a penetrating vegetable oil finish such as linseed oil, either raw or boiled; (2) applying three coats of spar varnish; and (3) using a wood sealer or stain such as creosote.

When (1) is used, by brushing, spraying, or mopping, in two coats for new wood, the result is a dulled effect. Although protection is provided for perhaps 1½ years, the coating has to be renewed every 1½ years after that, while the wood gets very much darker. This method obviously



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tion of the paint. (D) Uneven gloss revealing the location of studs in the side wall. This condition has resulted from nightly dews during the first few weeks after painting.

WHAT TO USE — WHERE AND WHY

This table recommends suitable paint products for most types of exterior structural surfaces. In some instances, the table offers a choice of paint types with an indication of what may be expected from their use. The individual case must determine the choice. For instance, a new concrete-walled building is to be painted outside with white paint. It is not in a factory area but is located in a business district where good clean appearance over the years is important. An oil-type house paint seems called for, although cement-water paint could be used. However, the new concrete walls will have free alkali in them for a long time, and free alkali will cause paint to peel. For a job like this, the table clearly indicates that a coat of exterior chlorinated rubber paint should be applied first, directly to the concrete. Reason: chlorinated rubber is alkali-resistant and will withstand the free alkali effects in the concrete. The table also indicates that since an oil gloss is wanted and long-time good appearance through minimum dirt collection via controlled chalking, a second coat in an oil-type house paint is the proper choice.

involves considerable expense for labor, and is best suited for dry places where there are never any long periods of dampness. Mildew can be helped, however, by incorporating suitable preservatives into the oil finish.

When (2) is used, a shiny appearance results which with luck may last two years, the wood getting browner in color all the time. Then the coating fails badly by checking and has to be renewed every two years. Eventually the varnish has to be taken off completely before renewing the coating. All this is costly.

Method (3) alters the color of the wood somewhat, and is probably the best of the three ways, but also has a high maintenance cost. Finishes with a creosote base are rated as giving a desirable flat effect, with good penetration into the wood. This type tends to lighten the color after exposure.

When an especially light color is desired, a small amount of white pigment can be used in the first coating of boiled linseed oil or of a wood sealer. One part of paint to three parts of oil by volume is a recommended proportion. After about thirty minutes wipe off the excess with a clean rag. This should leave enough paint on the wood to lighten the color but not enough to give a painted effect. However, the Forest Products Laboratory's conclusion is: "Transparent finishes are less practicable on exterior wood surfaces fully exposed to the weather, unless the householder is willing to renew them more often than is customary with paint finishes. The best transparent finishes are much less durable than good house paints."

Of the three ways of applying a natural finish, the California Redwood Association recommends No. 2 —a high glossy marine spar varnish —as providing the longest life. If mildew conditions exist, adding a fungicide to the varnish will help. The Association also recommends stains with bases such as oils, creosote and synthetics. These color the wood but reveal the grain. Finishes

Exterior Surfaces

Exterior Structural Material	Recommended Paint Material	Special Properties and Functions
Wood		
Siding	Ready-mixed or paste titanium-zinc or titanium-lead-zinc oil-type house paint. On new wood or bare wood a special exterior wood primer may be used. (In many a non-urban situation, or one characterized by unusually troublesome painting conditions, pure white-lead in oil used as its own primer may give the most fool-proof, all-round performance.)	Seals against moisture, self-cleaning, minimizes dirt collection through controlled chalking, weather resistant, good durability lasting 4 to 6 years. Presents good surface for repainting.
Trim	For ordinary appearance use house paint as above. For superior appearance use special alkyd resin type "trim colors" (undercoat and finish coats).	Higher specular gloss, longer retention of gloss and color, greater fade-resistance, smoother texture.
Shingles	Stain with creosote oil, or other type special shingle stains. On previously painted shingles, paint with house paint as above.	Protects wood against rot, dries to a dull finish.
Natural	Apply oil stain as desired. Use low solids varnish-type sealer-filler. Apply two or three coats spar varnish for gloss finish. For dull finish apply oil-wax type finishes (clear or stained), or rub gloss with steel wool or sandpaper.	Protects against moisture and the ravages of weather, but does not preserve the natural color of the wood nor have the durability of painted coatings.
Porches and Decks	One or two coats of porch-and-deck enamel. On new wood apply a first coat of exterior wood primer.	Wear and abrasion resistant, high gloss, weather resistant.
Masonry		
Brick Stucco Stone Concrete Cement-asbestos shingles	*Where NO alkali is present in masonry.*	
	A. Oil-type masonry primer followed by exterior masonry (oil) paint, or, two coats of exterior masonry paint. Where higher gloss is desired the last coat may be house paint.	Good durability, good weather resistance, minimum dirt collection.
	B. Masonry paint based on alkyd resin emulsion vehicle (water thinned).	Easy to appy, moderately good durability and low sheen.
	Where free alkali may be present in masonry.	
	A. First coat use chlorinated rubber-based paint, followed by second coat of chlorinated rubber paint, or long oil alkyd resin type masonry paint, or house paint.	Chemical-resistant, alkali-resistant, moderately good wear, water-resistant, good durability, low sheen for oil-gloss.
	B. Masonry paints based on polystyrene or rubber emulsion vehicles.	Alkali-resistant, seals against moisture, durable, flat finish.
	C. Cement-water type paints, primer and finish coats.	Easy to apply, moisture resistant.
Swimming Pools	Exterior type chlorinated rubber based paints or paints based on vinyl or other synthetic resins made especially for swimming pools.	Mildew resistant, stands immersion in water, chemical resistant.

Exterior Structural Material	Recommended Paint Material	Special Properties and Functions
Iron and Steel	*First coat on cleaned (and preferably phosphate-treated) metal.*	
	A. Zinc yellow primer in alkyd resin vehicle.	Retards and prevents rusting and corrosion. Maximum durability.
	B. Oil-based zinc yellow primer.	
	C. On sand-blasted, flame cleaned, or wire-brushed rusted metal, first coat with red lead oil paint primer.	Retards and prevents corrosion.
	Top (finish coats) depending on end use may be:	
	A. Oil-based house paint or maintenance paints.	Good durability, low sheen, short gloss retention.
	B. Trim colors, oil/alkyd resin vehicles.	Better gloss and color retention, good durability.
	C. Oleoresinous enamels.	Medium to good durability, relatively shorter gloss retention.
	D. Alkyd resin exterior enamels.	Maximum durability, color retention, fade resistance, water resistance.
Aluminum		
(siding, rain spouts, etc.)	Pretreat metal surface with phosphate metal treatment, and apply:	
	A. Zinc yellow primer followed by house paint, trim color, or alkyd resin enamel, depending upon end-use.	This system is designed to give maximum durability.
Galvanized Iron, Zinc, or Cadmium	A. One or two coats zinc dust paint, alkyd resin or oil type.	All durable finishes, but only zinc dust paints will give good adhesion to metals in this group, without a phosphate pretreatment.
	B. After phosphate pretreatments, apply zinc yellow or red lead primer, followed by house paint, oil-alkyd trim color, or alkyd resin enamel, depending upon end-use.	
Brass Copper	For clean finish, coat with spar varnish or exterior lacquer.	Prevents tarnish.
Canvas	House paint where there is light foot traffic. Porch-and-deck enamel for harder wear.	More wear resistant.

which approximate the natural color of redwood are available in both oil-base and creosote-base vehicles. A fourth way to treat redwood is to give a bleached or weathered effect by the use of bleaching agents. These are finishes which contain a small amount of pigment and give the coat a light gray cast. Bleaching works slowly for several months, and the gray color deepens to produce the weathered or driftwood hue. The natural weathering of the wood of course heightens this effect. But the Redwood Association, like everyone else, admits that the perfect solution to the problem of natural finish for redwood has not been found.

In painting a house which has been given a natural finish coating of the varnish type or a sealer that has been allowed to accumulate until it has become a coating, first remove the old coating with varnish remover. Wash off any wax that has accumulated on the bare wood from the varnish remover, using paint thinner or soap and water. Then give surfaces a light sandpapering. Painting can then be done just as on a new house. It is very important to remove *all* of the natural finish, even though in some sections it may be in good condition.

If the natural finish was of the oil type or sealer type and remains strictly within the wood surface, the Forest Products Laboratory recommends painting without first removing the clear material. But it is wise to let at least a year elapse after the last coat of clear material was put on, before changing to paint. If some of the surface by then still remains somewhat glossy, sandpaper until the glossy material has been removed. The first coat of paint should be a priming paint suitable to the paint chosen as a finish coating and should be applied as if it were going on over new wood.

If natural finish is insisted on for doors and windows, a full varnish finish is probably best, in three or four coats. If the doors and windows are made of pine or other wood containing sapwood, they will benefit by treatment with water-repellent preservatives before installation.

Shingles and Wood Shakes

The rough woodwork of shingles or wood shakes is expensive to paint. Best practice is to stain it. If the stain is dark in color it should last from seven to eight years before needing renewal. One good coat at a time is usually enough, spread at a rate of about 100 square feet to the gallon, depending on the roughness of the wood. For new shingles or shakes, the Forest Products Laboratory recommends making the first application by dipping, butt end down, before placing in position.

Creosoted Wood

Wood that has been given an impregnation of creosote presents a painting problem because the creosote will discolor the coating. Ordinary oil paints and enamels won't do. Two coats of exterior aluminum paint may solve the problem; or if the wood has a rough surface, use a water-thinned paint such as exterior casein, exterior resin-emulsion paint, or even whitewash. This often produces a white coating that will remain without discoloration for as long as two years.

Brush or Spray

More efficient and better appearing work can generally be done with brush application than with spray gun, yet spraying has its place. It saves much labor on buildings which have large wall areas unbroken by windows and doors, but offers little economy in painting the typical house unless certain short-cuts are acceptable. These would include painting both body and trim alike; covering window glass with spray-booth grease and spraying the paint over sash and glass alike, scraping the dried paint off the glass with a putty knife; painting frames and wire of fly screens with the same paint used for the house.

The brush is the better tool in repainting work where surfaces having flaking or scaling paint must be

treated. Spreading rates of paint are more easily estimated with brush application, where the length of the strokes, the feel and sight of the work, are all indications. Spray painters can rely only on sight and timing. Nevertheless, wood can be painted fully as durably by skilled spray application as by brush.

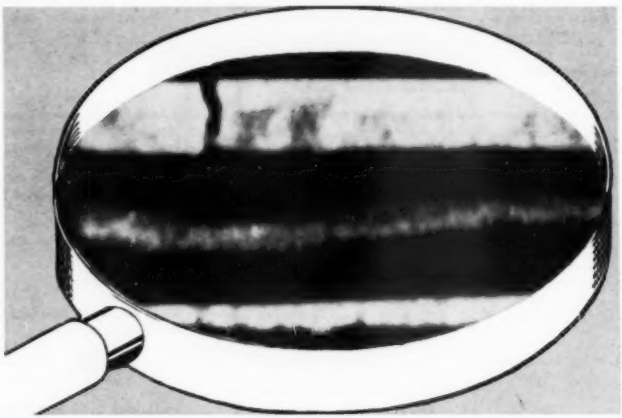
REPAINTING

The key point in planning a repainting job is the thickness of the coating now on the surface. Measure a chip of the old paint against the edge of a dollar bill under a magnifying glass. The dollar bill is about five mils thick. If the paint chip shows thicker than this, new coats applied over the old paint from now on will be building up a surface which is headed for trouble because of excessive thickness. The trouble can take the form either of conspicuous cracking of the paint in a direction at right angles to the grain, which may turn into flaking and then scaling as more paint is added; or it may take the form of dry blistering. Unduly thick coatings suffer from blistering especially if one of the early paint coatings on the surface was a dark color. The dry blisters which form in the new coating are caused by chemical changes in old layers of paint that have been shut off from light and oxygen by later paintings.

Complete removal of an old paint coating by blowtorch or paint remover is a very expensive process and not to be entered into lightly. Often a lower standard of appearance will have to be the answer to work done on a thick coating. But if the old paint is more than 10 mils thick it should probably be removed, and coatings of as much as 20 mils or more should certainly be removed.

Keystone View Co.

COMPLETE REMOVAL OF OLD PAINT is a costly process involving the use of a blowtorch. Care must be taken to avoid charring the wood. If house paint remover has also been used, the newly bare surface should be washed with paint thinner to remove any wax that may have been left on it by the remover. Best practice is to sandpaper the surface lightly as a final step.



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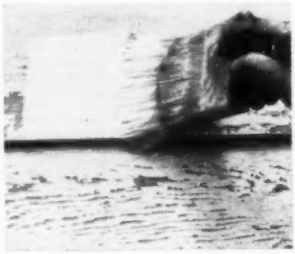
IS THE OLD COATING TOO THICK FOR SUCCESSFUL REPAINTING? Hold the edge of a paint chip from the old coating next to the edge of a dollar bill under a magnifying glass. The dollar bill is about five mils thick—about the right amount for total thickness of paint on the surface. This photograph shows the edge of a dollar bill under a magnifying glass between two paint chips. The excessively thick chip, at top, measures 0.020 inch, the dollar bill is 0.005 inch, and the chip at bottom measures about 0.005 inch in thickness.

A second abnormal condition which would justify complete removal of old paint before repainting is unsightly alligatoring or scaling caused by the use in the past of paints that were incompatible. ("Alligatoring" is a pattern of abnormal paint failure in which the normal checking or cracking of the paint film under weathering takes a peculiar form due to the slipping of the new coat over the old one in such a way that the old coat can be seen through the fissures. "Scaling" is the coarse flaking of the paint particles away from the surface.) Repaint with the same kind of paint used previously, or be sure that the new paint is compatible with the old. Examples of incompatible paint combinations would be: white or light-colored house paint applied over dark-colored trim paints or over red barn paint; pure white-lead applied over a previous paint containing zinc oxide that has not yet been weathered for at least three to four years; paint or enamel over varnish, shellac or lacquer. In this connection it should be noted that scaling *per se* is not always a reason for removing the old paint completely, but only when the trouble arises as the result of the combination of dissimilar paints. Scaling caused by water in sidewalls, for instance, does not need to be removed unless the coating has become too thick to permit further satisfactory painting.

The number of coats to be used in repainting obviously relates to the thickness of the present coating. Ideally, the addition of new paint should not bring the total thickness to much over six mils. Often the repainting should be confined to one coat.



Free Lance Photographers Guild

DON'T TRY TO PAINT OVER FLAKING SURFACES. Any surface afflicted with loose, curling or blistered paint must be prepared by removing the loose pigment with scraper, wire brush, or sandpaper. Checking or cracking of the old paint, if it does not involve loosening or curling, does not require removal of the paint. Very dirty areas should be washed, and any resin on the wood should be removed. Chalkiness over an old coating is to be expected. Leave it alone. If an old coating has mildewed, wash off the mildew thoroughly with strong soap and warm water and then rinse with clean water.

If the surface to be repainted is not

seriously crumbling, flaking, or scaling and little or no wood has been laid bare, the Forest Products Laboratory's advice is to repaint with one coat only unless there is less than three mils thickness of paint left on the surface. Spread the new paint at the rate of about 600 square feet a gallon if the old coat is about three mils thick, and at 800 square feet a gallon if the old coat is five mils or more thick. Two new coats are recommended when the old film is less than three mils thick or when there is enough disintegration of the paint to expose some bare wood on nearly all parts of a wall. The first coat should be house-paint primer, the second a finish paint. Spreading of the primer coat should be at 600 square feet per gallon, unless the present thickness is much over three mils, in which case the rate would be from 700-800 square feet a gallon. The finish coat should go on at the rate of 700 square feet a gallon or higher depending on the present thickness. Even 900 square feet a gallon is cited by the Laboratory as not too much if the old coating is already five mils thick.

It is interesting to observe that the general lesson learned by the Forest Products Laboratory after 15 years of fence testing of various types of paints exposed at Madison, Wisconsin, is that there is a very widespread tendency at the present time to repaint houses altogether too often and with too much paint at a time. "Such practices," states Dr. F. L. Browne, the Laboratory's paint expert, "lead to bad paint condition in 12 to 15 years, after which the expensive operation of complete removal of old paint becomes necessary before further satisfactory repainting can be done."

Next Month

PAINTING INTERIOR SURFACES

Paint types to use

Preparing surfaces

Painting dry wall, plywood and hardboard, radiators and grilles

Basements

Estimating

Techniques with tools

and

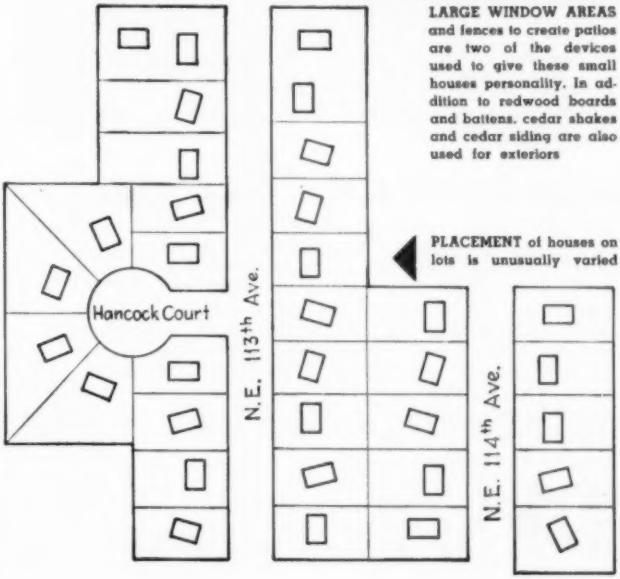
A table showing *what to use, when and where.*

Variety Can be Achieved with the Minimum House, Too

This group of 34 minimum cost houses makes a courageous effort to achieve the variation and individuality usually associated only with higher-bracket developments. The houses have two bedrooms, are sold unfinished on the inside, except for Sheetrock applied to ceiling, to one side of the kitchen framework, and to one side of the bedroom framework. Plumbing and wiring are in, but the heater is not included. Price: $5,239 on lots 60 by 100 feet, with paved streets and cesspools. Downpayments are $539. The $4,700 mortgage is FHA insured, under Title I.

Location:
Portland, Oregon
Architects:
James C. Gardiner and Frank A. Rommel
Builder:
Mutual Construction Co.

LARGE WINDOW AREAS and fences to create patios are two of the devices used to give these small houses personality. In addition to redwood boards and battens, cedar shakes and cedar siding are also used for exteriors



PLACEMENT of houses on lots is unusually varied

You'd Specify and Install *Cascade* BATH ENCLOSURE

Every home planned for a tub shower needs this beautiful, colorful bathroom improvement. Every housewife will welcome the *Cascade* because it eliminates the old fashioned, floppy wet curtain and *really* keeps water off the floor.

The *Cascade* is made of lustrous, jewel-like Plexiglas, successor to glass where appearance and safety are paramount...artistically fluted by FIAT to add sparkling splendor to any bathroom. The two rigid panels (each 34"x60") glide smoothly in the aluminum track at the touch of a fingertip from either end. Comes in Clear Crystal, Pink and Gold; fits any 5-foot recessed tub.

The *Cascade* is very easy to install—almost as easy as a curtain rod. The panels never require drilling; there's no punching or drilling of the tub rim.

See Sweet's $\frac{25c}{Fl}$ in Architect's, $\frac{7b}{Fl}$ in Builder's—or write for Catalog and prices.

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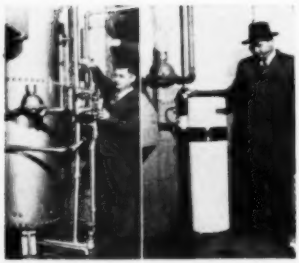

"Old Faithful," left, was more than 30 years old when replaced by compact unit, right

Old and New in Water Softeners

One of the earliest home installations in the middle west, the huge Permutit water softener in the left photograph gave satisfactory service in a Mishawaka, Ind., residence from 1920 until it was recently replaced by the company's new, easily operated model shown at right.

The old unit, cumbersome in appearance and manual in operation, was 24 inches in diameter and approximately eight feet high. Eleven valves had to be manipulated in order to assure adequate regeneration of the ion exchange resins, the agents which soften the water. Access to the regeneration chamber, shown in upper left hand corner, was by step ladder. The regeneration cycle took the better part of a day.

The new softener, despite its much smaller size (12 inches in diameter and 47 inches high) provides the same amount of treated water as the old. This is accomplished through improvements both in design and in softening resins. Regeneration in the new unit is almost entirely automatic and takes only two hours. Special equipment provides an uninterrupted supply of water.

New Film Available On Insulating Board

Suitable for programs of builders' organizations, and other groups interested in building construction, is a color film just released by the Insulation Board Institute. Titled "The Professor Was a Salesman," the film takes its viewers to college and into a classroom where men and women of many ages are learning about the materials and services which are part of a modern lumber retailing business.

The professor in the film is a manufacturer's representative who has been called upon to instruct the students in the fundamentals of insulating board and its varied uses.

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During 1952, the Rheem messages carried in the magazines on the Rheem advertising schedule, including those shown above, will total about 100,000,000. Many readers of these magazines are prospects for new homes. Large-scale, hard-hitting national advertising is building wide public acceptance for products by Rheem . . . a name that represents an added value that will make your homes easier to sell. And remember, no other manufacturer offers such a wide variety of water heater and warm-air furnace models.

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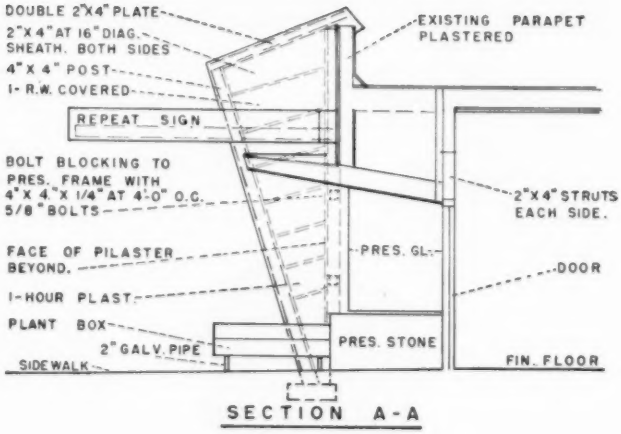
Novel Design Enhances, This Small Coffee Shop

OUTSIDE planters are 18 inches high, made of rough boards with a coat of green paint wiped off to give a rustic appearance. One at right extends three feet, one at left, five feet. Underside of canopy is rough boards with red paint wiped off. It extends four feet, has flush lights.

Projecting panel, "Headliner" sign, and vertical boards at right are random width. All are finished with wiped-off green paint treatment. Boards behind "Coffee Shop" are 12 inches wide with two-inch battens, all finished in green. Wainscot is flagstone, and plate glass is trimmed with aluminum. Signs are metal with neon tubing.

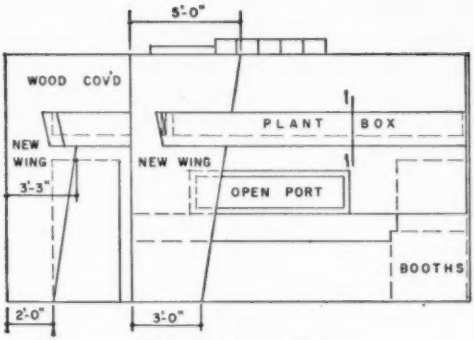


SECTION A-A

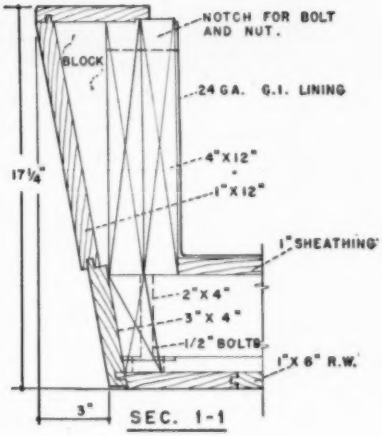
Architect:
W. E. Wagner,
South Pasadena, Calif.

Owner:
Archie Wills

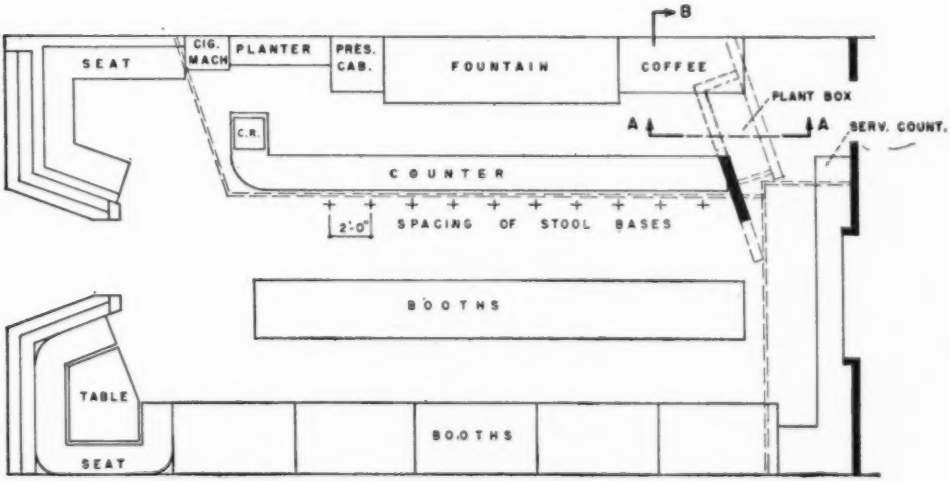
Planting box at rear of shop



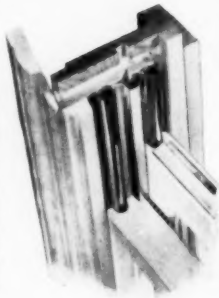
SECTION B-B



SEC. 1-1



PLAN



All of the frame homes in the nationally-known Park Forest, Illinois Community Development are equipped with Dura-seal Combination Metal Weatherstrip and Sash Balance. And this important visual feature helps these homes sell themselves!

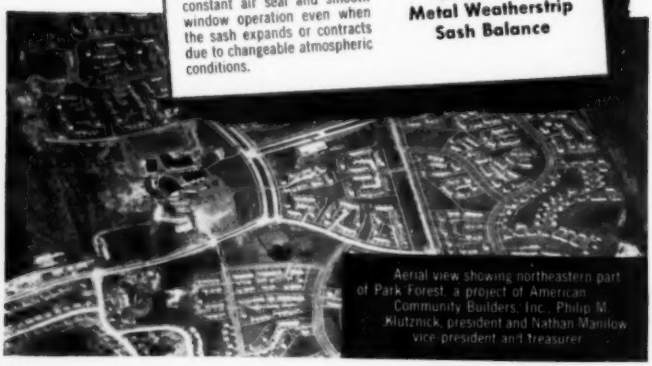
With Dura-seal, windows open and close easily and smoothly with *finger-tip control*. Four spring balances (enclosed in metal housings) are used in each window to assure true balance. Dura-seal's *complete* weatherstripping saves 20% to 40% in fuel and prevents drafts and dirt from entering. It is cut to the pitch of the sill—providing an attractive and efficient window. It is self-adjusting and assures trouble-free operation for the life of the building!

These are a few of the reasons why Dura-seal is a favorite with thousands of builders and architects. Be sure to look into Dura-seal *now* . . . see our folder in Sweet's File!

ZEGERS Incorporated
8090 South Chicago Avenue, Chicago 17, Illinois

Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

ZEGERS
Dura-seal
Combination Metal Weatherstrip Sash Balance



Aerial view showing northeastern part of Park Forest, a project of American Community Builders, Inc., Philip M. Klutznick, president and Nathan Manilow vice-president and treasurer

No. G-32

Here is Smart Treatment for High Store Front

The 42 foot height of the store front facade permitted an institutional design effect in connection with the remodeling of the store front:

The use of tile made in a special size of 1¼ x 11¼ inches to resemble Roman brick covers the greater portion of the facade above the opening. The large neon letters (4 feet high) dominate the front.

In order to associate a conventional Roman brick pattern with the character of a women's specialty shop, a variation was made in the color and texture of the tile. The tiles in this area are yellow gold, spaced ¼-inch apart. The joints are grouted with dark green cement. The area above the brick pattern and the column facing are tiles in 8-inch squares with ¼-inch joints in the same dark green finish. Both tiles are fired with a crackled finish which gives the tile surface a rich and interesting surface. The tiles which are individually installed are applied over a prepared cement surface. The adhesive used is a prepared patented mastic. The portion of the facade projecting beyond the building proper is framed with light steel channels secured to the existing masonry with 1½ inch angles.

The plastic box sign in the vestibule was intended to provide a sign nearer eye level, as well as provide light in the vestibule area. It is constructed of ¼-inch Lucite for the front, sides, top and bottom. The interior is reinforced with clear Lucite bars. The letters are translucent green Lucite cemented to the box face.

The vestibule ceiling is painted an off-white color for light reflection and to contrast with the surrounding materials. The vestibule floor is made of green marble chips laid in white portland cement with color added.

Cutting Glass Discs

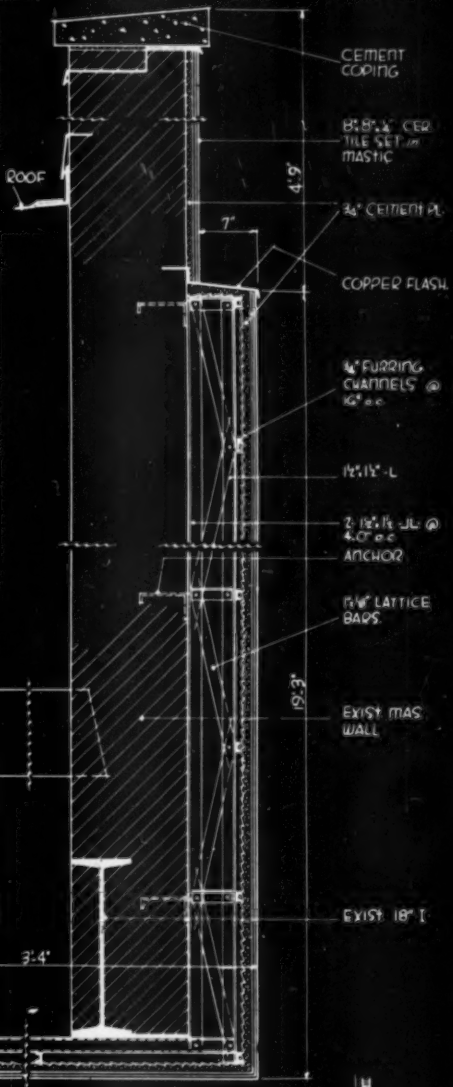
When replacing broken glass discs in an aluminum level, make a paper pattern of disc and then hold pattern over glass under the water. Cut the glass with a pair of household shears while disc is under water.—W. A. Woodard, Volga, So. Dakota.

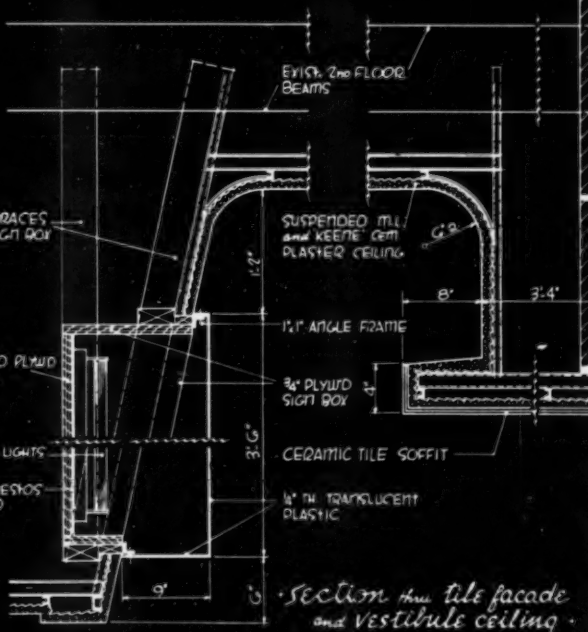
AMERICAN BUILDER'S STORE FRONT DETAILS

Designed and detailed by Louis J. Gluskin for *American Builder*

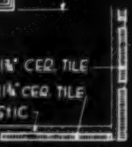
No G-32 ·STORE· CONSTRUCTION·

·Botells· N.Y.C.





·Section thru tile facade and vestibule ceiling·



·detail of tile·

THERE'S GOOD PROFIT

IN FINISHING ATTICS OR BASEMENT ROOMS

FIND AND CONVERT WASTE AREAS
Have you overlooked profitable business in altering homes to new needs? Lots of people can't afford new homes yet. But old home remodeling can and is being afforded, through added rooms or waste space conversion. This continued demand should be cashed to the limit. Recommend Fir-Tex for these saved-space jobs. It builds as it insulates as it finishes — all at one cost, the cost of insulation alone.

ATTIC OR BASEMENT ROOMS
Nine out of ten basements can be altered to rumpus, play or sometimes sleeping rooms. Attics offer possibilities for sleeping, spare or study rooms. With Fir-Tex, because it seals out cold, seals in warmth, and shushes sound, you can provide comfort quickly. Because of Fir-Tex finish, rooms are attractive, too.

BETTER PLASTER BASE
Lath by Fir-Tex provides an ideal base for plaster and completely seals the room likewise. Fir-Tex eliminates lath marks —plaster cracking is reduced to a minimum. To Fir-Tex lath, plaster sticks like glue.

EXTERIOR SHEATHING
Fir-Tex sheathing seals any building from heat or cold, dust, wind or noise. Being asphalt impregnated, Fir-Tex sheds weather. It increases bracing strength when used on pitched roofs, exterior side walls.

FIR-TEX
INSULATING BOARDS

DANT & RUSSELL, Inc.,
Exclusive Sales Distributors
Equitable Building,
Portland, Oregon

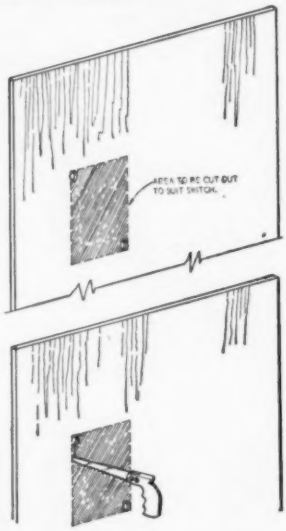
No. D-91 Breakfast Nook and Desk

Built-in units, especially a circular table and seat are effective space savers and yet are sufficiently large in size for informal or family dining.

The arrangement shown in the photograph, and detailed on the opposite page, is a combination breakfast nook and desk placed in the corner of the kitchen close to the window and island extension of the kitchen counter.

The portion of the nook adjoining the window makes possible a wide shelf for the display of plants and other items. The built-in desk adjoining the seat is cleverly handled. Note the various depths of the desk projections. These all conform to the lines of the seat without any harsh breaks. The area devoted to desk, drawers, cupboards and open shelf space is well divided so that all space is used to its best advantage.

How to Cut Openings for Base Plates

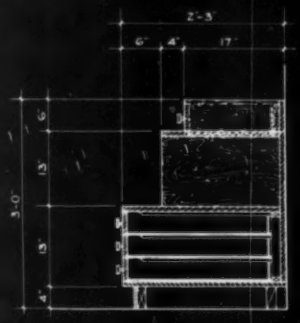


A simple way to cut plywood, Sheetrock and similar materials to accommodate switches or receptacles is to bore two holes in opposite directions as indicated in the sketch above. Then take a compass saw for the rest.—Arnold Springman, Montoursville, Pa.

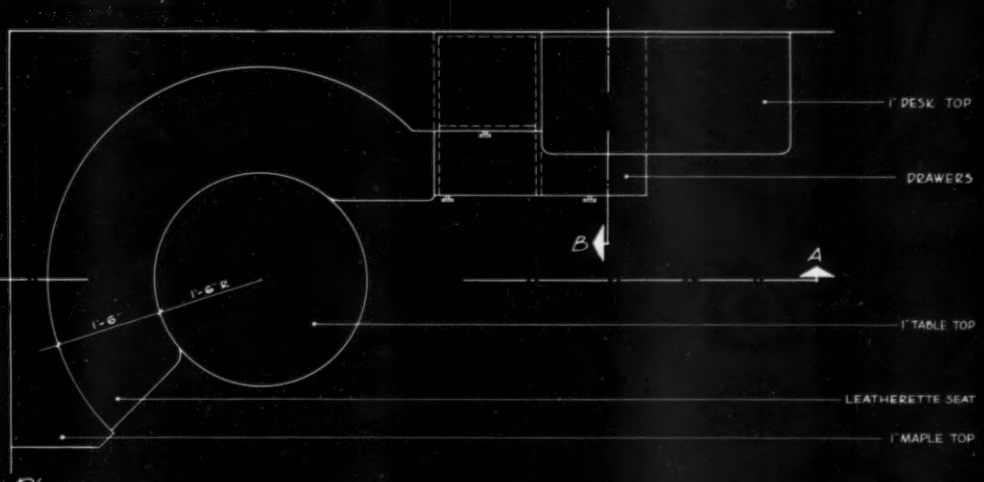
AMERICAN BUILDER'S BETTER DETAIL PLATE

Detailed by K. Roderick O'Neal A.I.A. for *American Builder*

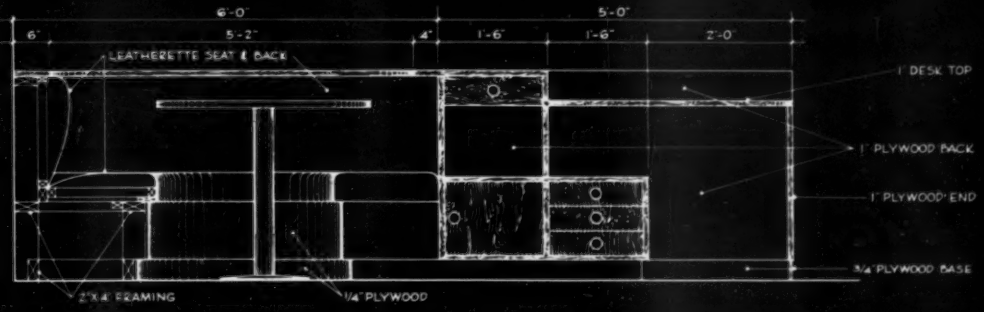
NO. D-91 BREAKFAST NOOK & DESK . . .



Section B . . .

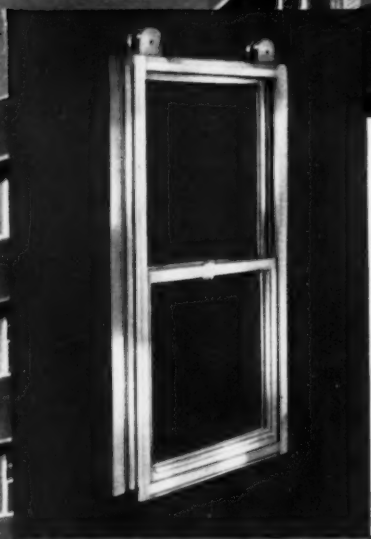


Plan . . .



Section A . . .

Elevation . . .



Here are 9 reasons you'll prefer Ceco-Sterling Aluminum Windows

1 Made of ageless aluminum . . . won't rot, rust, rattle, stock, warp or swell

2 All climate, weather-tight seal; completely weather stripped

3 Easy to install—simplified anchorage

4 No painting necessary . . . minimum maintenance

5 Wipe-easy cleaning

6 Rigid, rugged, long-life construction

7 Feather-light, friction-free . . . raised or lowered with finger tip

8 Smart styling . . . with a look of the future

9 They last and last . . . offer long-haul low cost

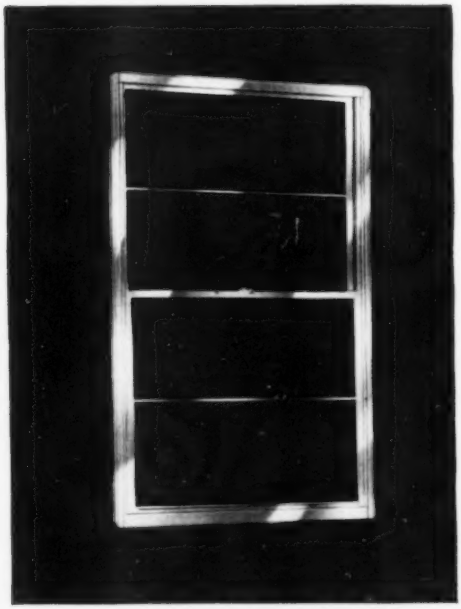
Here is Ceco-Sterling Double-Hung Aluminum Window, Series 200-B used in commercial, monumental, office, and industrial buildings . . . popular for hospitals and schools.

Here is Ceco-Sterling Double-Hung Aluminum Window, Series 200-B with Hopper Vent . . . especially adaptable for hospitals and schools. →

There's a new member in the family of Ceco better-engineered products

We present

CECO-STERLING aluminum windows



Ceco-Sterling Double-Hung Aluminum Window, Series 50-B for residences.

ADDING A NEW MEMBER to our family of building products is something we do with a great deal of thought here at Ceco. Thought of you . . . the architect, engineer, contractor, builder, dealer and of course the owner, too.

So painstaking research guided us in deciding on the new member of our family. Today we offer you Ceco-Sterling Double-Hung Aluminum Windows because you've stated your preference for such a product.

And since there was immediacy in your desire we acquired a product already in manufacture . . . the Sterling Aluminum Window . . . a leader in the field since 1937. Now Ceco precision manufacturing methods are applied to give you a better-than-ever product as we round out our window line with the Ceco-Sterling Aluminum Window.

Here's a window built for permanence . . . made to outlast any structure . . . handsome and then some . . . with clean graceful lines . . . slender muntins allowing a generous glass area letting in more light . . . more view. "Quality Approved" for manufacturing excellence, construction and air infiltration requirements. Aluminum windows are made to specifications based on performance standards checked by an independent testing company. When you specify Ceco-Sterling Aluminum Windows you know you specify the very best . . . you're sure of savings, too.

CECO STEEL PRODUCTS CORPORATION

General Offices: 5601 West 26th Street, Chicago 50, Illinois

Offices, Warehouses and Fabricating plants in principal cities

QUALITY APPROVED

CECO

In construction products **CECO ENGINEERING** *makes the big difference*

Bradford Hospital, Bradford, Pa. • Architect—Thomas K. Hendryx • Contractor—Erdle Construction Company

"25,000 People out here on Sunday..."

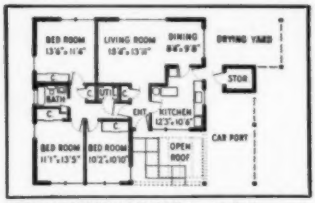
"G-E Year 'Round Air Conditioning in our $12,500 homes caused tremendous opening March 23. Other builders showing great interest in this development. Public interest so good it's hard to believe."

Laughlin & Silver, Lewis & Lamberth, Builders, Dallas, Texas

AMAZING SUCCESS STORIES like this will be repeated more and more often all over the country. Reason: General Electric has found the way to offer architects and builders summer cooling for the homes they build...at *low cost*. It's the year 'round comfort more and more home buyers will demand.

NO EXTRA COST TO BUILDERS! Buyers pay only a few dollars per month extra over the cost of a warm air heating system alone when cost is included in a long-term mortgage. Builders all over the country have proved that homes equipped with G-E Air Conditioning *sell faster!*

FLEXIBLE INSTALLATION. Any size home you build, no matter what the price range, can be equipped with G-E Home Air Conditioning. It can be installed in homes with and without basements with the famous G-E *Air-Wall* System, using for heating the new gas-fired Downflow or Horizontal Furnaces, or standard G-E gas- or oil-fired furnaces.



LITERALLY "BUILT AROUND" the G-E Home Air Conditioning System, this is one of the plans of 210 new homes in East Ridge Park, Dallas, Texas. Note the small space required by the compact G-E Furnace and Home Air Conditioner.

SMALL HOME REVOLUTION is pointed out in new home by John B. Lowe, President of G-E's wholesaler in Dallas, Texas Distributors, Inc. Architect for homes was George M. Marble; Builders, Lewis & Lamberth and Laughlin & Silver.

BUILDERS! ARCHITECTS!

Your reputation for quality can grow because your customers will have these dependable G-E comfort benefits:

- ★ **Summer cooling**
- ★ **Winter heating**
- ★ **Dehumidification**
- ★ **Automatic comfort**
- ★ **Quiet, clean comfort**

You can put your confidence in—

GENERAL ELECTRIC

FREE

General Electric Co.
Air Conditioning Div.
Sec. AB-7
Bloomfield, N. J.

Please send me FREE information on G-E Year 'Round Air Conditioning.

NAME .....

COMPANY .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

NATIONAL HOME WEEK

September 14 to 21, 1952

Created and Promoted by AMERICAN BUILDER

NATIONAL HOME WEEK

YOU GET

More House

FOR YOUR MONEY TODAY

The Greatest Merchandising Idea in Home Building History

How to Sell More Homes All Year 'Round

By tying in with 1952 NATIONAL HOME WEEK promotion

The MODEL HOME is the greatest sales device for selling Homes

The Perfect Program for Manufacturers whose products flow through the established distribution channels

NATIONAL HOME WEEK

YOU GET

More House

FOR YOUR MONEY TODAY

The Greatest Merchandising Idea In Home Building History

Make 'em Want it...

BY COMPARING VALUES...

RENT PAYING

At $60 a month, for instance, a renter pays out $18,000 in 25 years and has nothing but regrets and a stack of rent receipts to show for it. Rent is an out and out expense—it goes on and on—year after year. You become less and less secure. You always live in constant fear that your lease won't be renewed, or renewed at higher rentals.

HIGH COST OF RENT RECEIPTS

The renter has no security. He and his family move every few years and usually pay a higher rental with each move. His children feel insecure—moving from school to school, church to church—losing old friends—always having to start all over making new friends. And when the renter reaches middle or old age, he is worse off. His earning power is on the decline, yet his expenses remain the same.

HOME OWNERSHIP

For the same $60 a month, the renter can get a mighty fine home designed to his special needs. Home ownership helps maintain a decent standard of living. It ANCHORS his living costs—turns rent-paying into home-savings. At the same time, the new home owner always has the feeling that each month he is gradually reducing his mortgage and getting closer to owning his home clear and free.

REASONS FOR BUILDING NOW

You protect yourself against increasing rents.

Prices are right—may go higher.

Interest rates and financing charges are lowest in history.

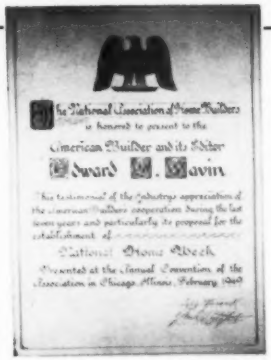
You make low monthly payments like rent, but instead of going to the landlord, these payments pay for your own home.

A Home is your best protection against inflation or a boom that means higher rents and prices, as well as higher wages.

A Home continues to provide shelter and security no matter what happens to economic conditions.

NATIONAL HOME WEEK was created by the Editor of AMERICAN BUILDER

In November, 1947, American Builder's editor, Edward G. Gavin, conceived the idea and plan that became National Home Week. Knowing that the industry needed an effective and dramatic public relations activity that could be organized quickly, Ed. Gavin wrote a letter to Edward J. Carr, then president of NAHB in which he proposed a nationwide mass demonstration of new homes for public inspection during one week, and detailed a plan of operation. Upon Carr's invitation, Gavin appeared before the association's directors in February, 1948, and won enthusiastic endorsement for the idea. The following year he was awarded the plaque shown at the right, and publicly acclaimed as the originator and developer of "an idea that has proved to be the most effective public relations program ever devised in the interest of home builder."



The National Association of Home Builders
is honored to present to the
American Builder and its Editor
Edward G. Gavin
This testimonial of the industry's appreciation of the American Builder's cooperation during the last seven years and particularly its proposal for the establishment of
National Home Week,
Presented at the Annual Convention of the Association in Chicago, Illinois, February 1949

then follow Through and SELL

NATIONAL HOME WEEK
YOU GET
More House
FOR YOUR MONEY TODAY
The Greatest Merchandising Idea In Home Building History

Bringing the Public to the Home

Because every day living revolves around the home, it holds top interest in every family. Records prove that well planned demonstration homes outpull many events because of the family interest it promotes. Sound, inexpensive planning and good promotion that focuses public attention on advantages of home ownership, pays off every time, all year around in large as well as small communities.

In Chicago...
1,300,000 People Visit 86 Display Houses

Chicago observance of Week differs slightly in timing and detail but objective is the same—promotion of home sales. During 1951 event, participants sold 960

2500 People Visit National Home Week House in Town of 1400

On Display in New Athens

A house to notice and admire

A home to cherish and enjoy

SEPTEMBER 10 THRU SEPTEMBER 17

Open House: Weekdays, 5 till 9 p.m. — Sat. & Sun., 1 till 9 p.m.

IN EAST LAWN PLACE, NEW ATHENS, ILL.

• COMPLETE HOUSE AND AT CLOSE O

New Athens

HOME DEMONSTRATION

The Model Home is the greatest sales tool for Builders and Dealers. It is their one great opportunity to combine their talents with the modern materials and equipment of manufacturers to show Mr. and Mrs. America, the best home values for the money.

CLOSING THE SALE

Once today's building values have been thoroughly demonstrated and explained, thousands of renters and owners of older homes become prospects for new homes. "You get More House for Your Money Today," will sell for you.

NATIONAL HOME WEEK

YOU GET

More House

FOR YOUR MONEY TODAY

The Greatest Merchandising Idea In Home Building History

MR. BUILDER...
MR. DEALER...

Now it's your Move...

Here is the greatest merchandising idea in all home building history. It brings the prospects to your place of business—the Model Home. This program doesn't have to be limited to National Home Week. The idea is good anytime. It's a year-round sales opportunity.

How to Organize a National Home Week in your own Town

If you are a Builder

No community is too small or too large to participate in National Home Week. No solicitation of funds necessary—no trick promotion. Merely focus public attention during National Home Week on the houses you already have to show. The AMERICAN BUILDER folders shown below explain how, in co-operation with your retail lumber dealer, you can stimulate public interest in home ownership and remodeling. If you wish, send for both folders—and give one to your lumber dealer.

If you are a Dealer

National Home Week is a natural, inexpensive, made-to-order merchandising and public relations activity, designed to make money for all lumber dealers all year round. The folder shown below describes 4 simple outlines to help you organize demonstrations to fit your operation—either alone or with your builder customers.

PLAN NO. 1 For dealers who build homes or act as contractors.

PLAN NO. 2 For dealers who offer design, financing and supervising services and work with local contractors.

PLAN NO. 3 For dealers who confine their services to selling materials to builders and home owners.

PLAN NO. 4 For dealers who will have no houses of any kind for demonstration purposes.

Tie into the greatest merchandising idea in all Home Building History

MAIL COUPON for these AMERICAN BUILDER Manuals

AMERICAN BUILDER
79 West Monroe St., Chicago 3, Ill.

Send me your Manual on How to Plan Home Demonstrations

I am a ☐ Builder; ☐ Dealer

☐ Send me one of each Manual

My Name .....

Firm .....

Street .....

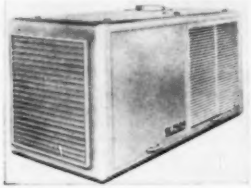
City ..... State .....

These Manuals show you how

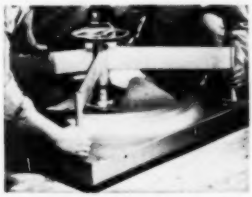
Each of these folders—one for the Builder, and one for the Dealer—described in simple language, Home Demonstrations that have proved successful in many parts of the country. Send for your copy today.

NEW PRODUCTS

Offered by Manufacturers

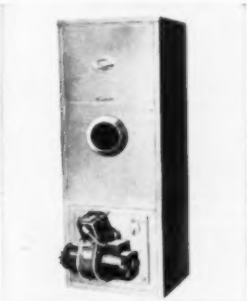


ALL PURPOSE HEATER **AB65205**
A compact gas unit of central heater is now being distributed. The 100,000 BTU model measures 22x23x47½ inches. Controls are enclosed in the case. The unit can be installed as a unit heater without ducts in business establishments or with ducts as a central furnace in homes. Reznor Manufacturing Co., Dept. AB, David St., Mercer, Pa.

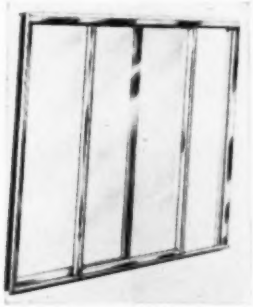


ATTIC FAN **AB65214**
A low-cost attic fan for home ventilation and cooling measures three feet square and projects 17½ inches above the floor. A rubber cushion provides an air seal between frame and attic floor. Shutter opens and closes automatically. Robbins and Meyers, Inc., Dept. AB, 387 S. Front St., Memphis, Tenn.

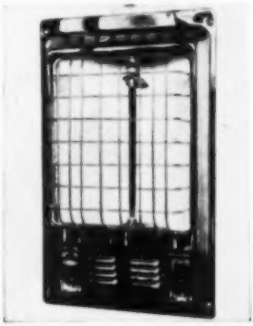
HARDBOARD **AB65219**
A low-priced, light density hardboard has been designed for general interior use. The material is called "Thriftwood" and is suggested for use as wallboard, underlayment, built-ins, and cabinet work installations. Standard sizes are available in sheets 4x4 feet, 4x6 feet, and 4x8 feet. Forest Products Company, Dept. AB, 316-5 Pacific Building, Portland 4, Ore.



SMALL HOME HEATING PLANT **AB65230**
A new 22-inch square, fully automatic gas or oil fired furnace has been designed for the small home. The unit is available in either standard or counter flow models. BTU capacities are 80,000 for the oil unit and 65,000 for the gas fired model. Effective heating surface for the unit is 22.68 square feet in the primary and secondary heat exchanger. All connections can be made from the front. Majestic Co., Dept. AB, Erie St., Huntington, Ind.

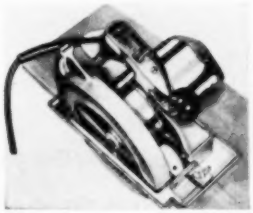


SLIDING WINDOWS **AB65207**
Aluminum window consists of a fixed and sliding sash. The movable pane is supported on two stainless steel rollers and opens horizontally. The unit locks in 1-, 2-, and 3-inch positions and lifts out for washing. Peterson Window Corp., Dept. AB, Ferndale 20, Mich.



WALL HEATER **AB65218**
An infra-red recessed wall heater has a sintered carbide compound straight heating rod that will not burn out or corrode. A polished reflector transmits the infra-red heating rays. The non-metallic rod will not transmit shock. The unit is manufactured ready to install by Pryne and Company, Dept. AB, Pomona, Calif.

HARDWOOD PANELING **AB65229**
Available for new or remodeled homes is this hardwood prefinished paneling. The pre-packaged material is available in four colors—honey, driftwood, forest brown, and rustic red. The one inch lumber is tongue and groove in random widths of 4, 5, 6, 7, and 8 inches. Packaged with the lumber is a matching color putty stick and a jar of touch-up stain. H. A. White Lumber Co., Dept. AB, National Building, Seattle 4, Wash.



PORTABLE ELECTRIC SAW **AB65231**
New Milwaukee line is produced in two blade sizes—the 6½-inch Model 650 and 8¼-inch Model 825. Both have full one HP motors. All drives are helical-cut steel gears. Housings are of die-cast aluminum. A built-in blower directs constant stream of air to blade cutting edge to keep guide lines and motor clear of cutting dust. Each saw miter-cuts to 45 degrees with depth of cut adjustable from 0 to 2 13/32-inch on Model 650 and ¾-inch to 3½-inch on Model 825; and will miter-cut 2-inch dressed lumber. Milwaukee Electric Tool Corp., Dept. AB, 5316 W. State St., Milwaukee 8, Wis.

ROLLING DOOR HARDWARE **AB65209**
The counter-size demonstration is a big help to both buyers and dealers by showing how the product functions. Each model door is mounted with different types of hardware so that the buyer can easily choose the one best suited to his needs. Metal Products Corp., Dept. AB, 807 N. W. 20th St., Miami, Fla.

New Products continued on page 168

Redwood in the News

A widespread interest of people throughout the country in the future of the California redwood trees is bringing greater attention to the Tree Farm program of private timber operators. The Tree Farms in the Redwood Region of California are established to provide a permanently renewable source of this beautiful and important commercial wood. Insect and disease control, and protection against the hazards of fire, are important phases of the Tree Farm program.

Fundamentally important to the program are improved logging practices such as "selective cutting", with the residuals and seedlings allowed to fill out the forests in a natural cycle. Tree Farms in the Redwood Region are supervised and certified by the California Redwood Association. Further information on their Tree Farm system, including the new data sheet on "Tree Farms in California", can be obtained by writing the Association offices at 576 Sacramento Street, San Francisco 11, California.

(*Advertisement*)

THE DEMAND IS FOR CRA REDWOOD!

Your customer wants Redwood he can trust—stock he can count on to give him the fine performance Redwood is capable of giving! And that means grade-marked, trade-marked, Certified Dry Redwood—accurately graded, uniformly milled, properly seasoned.

The demand is for dependable CRA Redwood—so why gamble? Feature CRA Redwood—the Redwood you can be sure of—the Redwood processed by these reputable member firms.

CALIFORNIA REDWOOD ASSOCIATION MEMBERS:

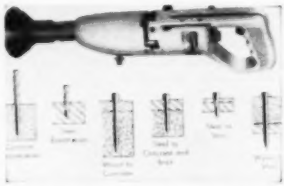
ARCATA REDWOOD CO. • COASTAL PLYWOOD & TIMBER CO. • HAMMOND LUMBER CO. • HOLMES EUREKA LUMBER CO. • NORTHERN REDWOOD LUMBER CO. • THE PACIFIC LUMBER CO. • ROCKPORT REDWOOD CO. • SIMPSON LOGGING CO. • UNION LUMBER CO. • WILLITS REDWOOD PRODUCTS CO. WARM SPRINGS LUMBER CO.

NEW PRODUCTS

(*Continued from page 167*)

HOISTING MACHINE **AB65227**

An automatically-portable heavy duty hoisting machine can be set up and ready to operate in less than 25 minutes. The machine is ready rigged, self erecting, and self lowering. In operation it unfolds like a jack-knife. The unit is hydraulically operated and a 2000 pound load lifts at the rate of 100 feet per minute. Buck Equipment Corp., Dept. AB, 205 Butler Street, Cincinnati, Ohio.



STUD DRIVER **AB65221**

A tiny quantity of propellent powder can drive a steel stud into a structural steel plate ¾ of an inch thick, or so snugly embed it in aged concrete that it will need a pull in excess of 4,000 pounds to remove it. This is the function of the stud driver. Also listed among its uses is the applying of furring strips to concrete or brick walls. Four general types of studs are available in 20 different sizes. Safety is emphasized; the gun will not fire unless the guard is in place. Remington Arms Co., Inc., Dept. AB, Bridgeport 2, Conn.

ROTARY CORNER WALL CABINET **AB65201**

Added to the Youngstown Kitchen line is a rotary corner wall cabinet. The three shelves are 22 inches in diameter welded to the center post which turns on a ball bearing. Door of the unit is curved. The cabinet is 30 inches high and measures 25 inches along each wall. Mullins Manufacturing Co., Dept. AB, Warren, Ohio.

POWER EXHAUST **AB65216**

An up-blast power exhauster with a low silhouette is available in sizes ranging from 22,000 to 10,250 c.f.m. The units range in height from 42 to 54 inches. Fan blades are made from high-tensile strength, cast aluminum alloy in four or six blade units. Motors are enclosed and special voltage units can be obtained from Gallaher Co., Dept. AB, 4108 Dodge St., Omaha 3, Nebr.

New Products continued on page 170

The farthest projection of **Beauty** and **Performance**

REYNOLDS *Lifetime* ALUMINUM BUILDING PRODUCTS

Reynolds *Lifetime* Aluminum Gutters project beauty and performance years ahead. Rustproof and stain-free without painting, they cost much less than other rustproof metals; save further by slip-joint installation.

Reynolds Aluminum Windows carry farther the acknowledged superiority of aluminum...maintenance-free beauty, trouble-free performance. Made of Reynolds own extruded shapes, corner-welded for greater rigidity and weathertightness, their satin finish is outstanding.

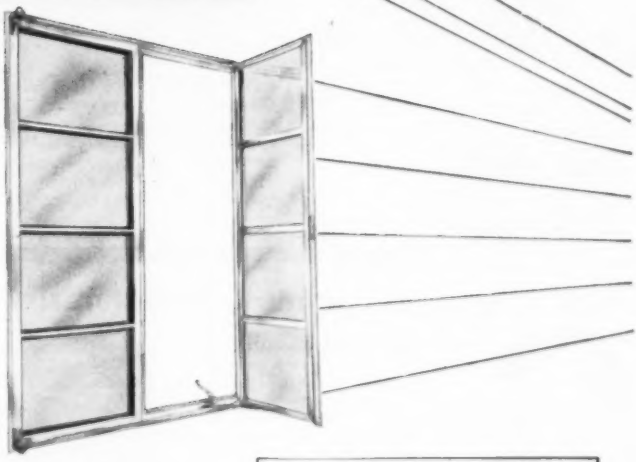
Besides these visible enhancements, you will want the invisible magic of **Reynolds Aluminum Reflective Insulation**...efficiency without bulk, perfect vapor barrier. And **Reynolds *Lifetime* Aluminum Flashing** will cost you less, look better, last longer.

Write for literature.

Reynolds Metals Company,
Building Products Division,
2003 South 9th Street,
Louisville 1, Kentucky.

Reynolds *Lifetime* Aluminum Gutters come in ogee and half-round styles, smooth and stipple embossed finish, with matching downspouts and complete fittings.

Reynolds Aluminum Windows comprise a complete residential line: Casement, Double-Hung and Awning Windows with Auto-Lok hardware; Fixed and Picture Windows. Write for catalog.



Reynolds Aluminum Reflective Insulation is a superior lamination of embossed foil on kraft paper. Double-faced (Type B) and Single-faced (Type C). In rolls of 250 sq. ft., 25", 33" and 36" wide.

Military demands for aluminum limit supply of these products, but Reynolds is rapidly expanding aluminum capacity. Keep checking your supply source.

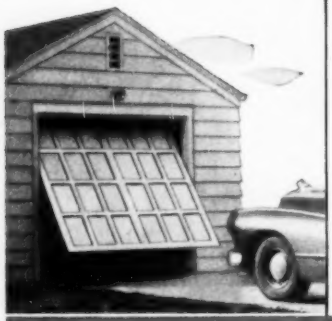
REYNOLDS ALUMINUM

"The Kate Smith Evening Hour" on Television, Wednesdays—Tallulah Bankhead in "The Big Show" on Radio, Sundays—NBC NETWORKS

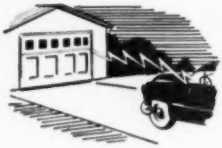
R-W Garage Door Operators

- ***Convenient***
- ***Practical***
- ***Efficient***

For every need—*two* R-W controls, designed and engineered for smooth sure performance



No. 1251 Standard control
—operates from drive-side key-switch



No. 1504 Radio control
—battery operated radio with dash control button opens and closes doors within 75 feet.

And . . . R-W 999 Garage Door Hardware
Complete overhead garage door hardware conveniently packed in one box! For single doors up to 200 lbs.; double doors up to 375 lbs. Write for folder giving full details.

Check these important R-W features!

✓ ***Easy to install***—Completely assembled, including track, in a single carton at the factory.

✓ ***Easy to service***—Simple adjustments, requiring no special tools, keep the doors working smoothly.

✓ ***Safe***—A large friction clutch prevents operational failures with resulting damage to property. In power failure, doors may be operated manually.

For complete information on R-W AuT-o-DoR line see your nearest dealer or write for catalog number A-87

1880 RICHARDS WILCOX R-W AURORA 1952 OVER 72 YEARS

Richards-Wilcox Mfg. Co.
A HANGER FOR ANY DOOR THAT SLIDES
AURORA, ILLINOIS, U. S. A. • Branches in all principal cities

NEW PRODUCTS

(*Continued from page 168*)

DIESEL TRUCK **AB65226**
A small three-cylinder Diesel engine is the smallest and lightest ever to be commercialized for use on U. S. highways. The engine is used in this 2½ ton GMC truck. The new model is available in 5 wheelbases for either truck or highway tractor models. The engine develops 110 h.p. Another new feature is the electrically operated shift control. GMC Truck and Coach Division, General Motors Corp., Dept. AB, 660 South Boulevard, East, Pontiac 11, Mich.

SLIDING DOOR FRAME **AB65225**
Complete elimination of warpage problems is possible with this packaged metal door frame. Designed for all 2x4 walls, the frame comes in standard sizes for closed pocket installations. The unit can be used with all types of wall finishes. Special adjustment features enable perfect fitting. Kennaframe, Jay G. McKenna, Inc., Dept. AB, R#5, Jackson Blvd., Elkhart, Ind.

SPINNER CABINET **AB65206**
Eliminating waste space in the corners, this Berger base cabinet has two revolving shelves. The unit requires 32 inches of wall space on each side of the corner. Other Berger units can be fitted to the spinner cabinet to make a complete kitchen unit. Republic Steel Corp. Dept. AB, 3100 E. 45th St., Cleveland, Ohio.

New Products continued on page 172

Easier Painting With Removable Sash

All R·O·W sash can be quickly removed from their frames, stacked, and prime coated at one time. Shortens priming, exterior and interior painting time, cuts painting costs. Then sash may be covered and stored until danger of breakage is past.

LOCALLY MANUFACTURED TO MEET LOCAL REQUIREMENTS

R·O·W windows are manufactured in 27 and distributed in 48 territories throughout the U.S. Each of these local manufacture-distributors produce windows specially designed to meet the requirements of your locality.

For the name of your nearest distributor and your free copy of R·O·W's "Window Washing Time Study" —fill out the coupon at right.

R·O·W SALES COMPANY
1336 ACADEMY • FERNDALE 20, MICHIGAN

PLEASE Send more information on R·O·W—the window with sales appeal.

Name_____
Company_____
Address_____
City_____ Zone_____
State_____

I am
☐ Architect
☐ Builder
☐ Dealer
☐ Carpenter-Contractor

MULKEY

ALL-STEEL PORTABLE ELEVATOR

CUTS BUILDING COSTS

Check These MULKEY Features

- Balanced and portable.
- One man can handle and operate.
- Handles 750 lbs. load on 45° lift.
- Eliminates hoisting, toting, wheeling up.
- Fully adjustable 5 ft. to 28 ft. Extension sections simply bolt on.
- New Trailer Hitch permits towing by car or truck.
- All steel, electric welded, bridge-type construction.
- Power: Either 4 HP gasoline engine or 1½ HP electric motor (normal use).

Forty-foot Mulkey carrying 16 blocks per minute to second floor level 23 ft. up.

Mulkey Elevators cut building costs because they save labor and time. Whether it is bricks, blocks, mortar, cement, sand, boxes, crates, sacks, lumber, roofing or dirt . . . your Mulkey Portable Elevator moves it upward to its proper place . . . quickly and easily. Yes, Mulkey Elevators raise everything *but* your labor costs . . . *lowers* those.

Write for Prices and FREE Literature today!

SAM MULKEY COMPANY

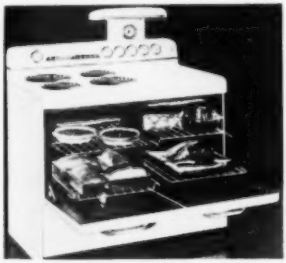
1621-AB652 Locust Street **Kansas City 8, Missouri**

NEW PRODUCTS

(Continued from page 170)

PACKAGED PORCH **AB65232**

The ready-to-erect porch in a package is cartoned with all necessary materials. Step by step instructions are inclosed in the package. The unit is adjustable for porches up to 5x8 feet. Tennessee Fabricating Co., Dept. AB, 1490 Grimes Ave., Memphis, Tenn.



DOUBLE OVEN **AB65202**

Claimed by the manufacturer to be the largest double oven in the industry, the Kelvinator measures 17x17x19¼ inches for the righthand oven. The lefthand unit measures 17x14¾x19¼ inches. The new range is available with lamp and oven-timer accessory. Nash-Kelvinator Corp., Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich.

GAS ROOM HEATER **AB65233**

This newly designed completely automatic, vented, warm air circulating type heater is available in 25, 50, and 75 thousand BTU capacities. Natural, manufactured, and LP gases can be used. New dimensions and new styles have been added to the line and adjustable full width louvers are also a feature. FM series, Reznor Manufacturing Co., Dept. AB, David St., Mercer, Pa.

New Products continued on page 174

A TIMELY-TIP to Profit-Minded Builders...

REMEMBER ... THREE HINGES TO A DOOR

STANLEY RD (ROUND CORNERED) BUTT HINGE (RD242 shown) eliminates need to square up corners of mortises . . . saves builder's time, cuts costs. Self-seating, non-rising pin; hole in lower tip for easy pin removal.

More and more builders are calling for Stanley RD (Round Cornered) Butt Hinges RD241 and RD242. Why? Because the ¼" corner radii precisely fit mortises cut by an Electric Hinge Mortiser—no hand chiseling necessary. And more important, because the combination of Round Cornered Hinges, a Hinge Mortiser, and Template allows builders to hang doors at least six times faster!

The interchangeability of Stanley RD Hinge Leaves makes this speedy combination practical. Builders can mortise and apply hinge halves to doors and jambs separately with complete assurance of perfect fit when doors are hung later.

If you haven't already discovered this speediest method of hanging doors, by all means see your Dealer today—or write for complete information.

HINGE MORTISER mortises for butts 6 times faster than by hand . . . gives a precision fit every time (Stanley Electric Tool HBBA Router suggested)

DOOR AND JAMB TEMPLATE is adjustable for any size of door . . . simple to use. Saves time and labor on the job site (Stanley Electric Tool T3 Door and Jamb Template suggested).

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT

STANLEY

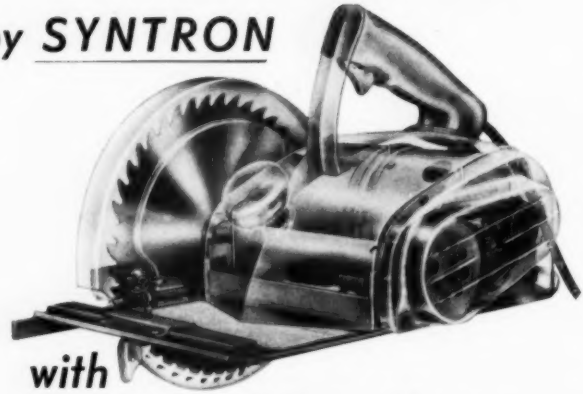
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

**All Stanley Butt Hinges can be furnished with round corners.*

New-Portable Electric Saw

by SYNTRON



with Smooth--Vibrationless Dual V-Belt Drive

The new Dual V-Belt Drive eliminates gears—provides shock-absorbing, velvet smooth operation for faster, cleaner cutting. Cuts and rips wood; cuts and scores brick, tile and other materials with 6000 RPM full load blade speed. Its high speed feeds the blade in—no need to push or ram. The powerful motor—full ball-bearing . . . exceptionally cool—develops up to 1-½ H.P. It weighs 19 lbs., just the right weight for its 8-½" blade and 2-11/16" cut.

UNDERWRITER'S LABORATORY APPROVED

Made of tough aluminum and steel stampings for hard work and severe service. Adjustable depth of cut from ¾" to 2-11/16" and graduated angle cuts from 90° to 45° for versatility in use. Handle at center of gravity—"Feather-balanced" for easier handling, truer cutting. Telescoping safety guard, automatically covers blade. Added safety features include . . . extra heavy duty switch and grounded cable. Here is Your heavy duty saw.

Write for Free illustrated catalog folder

SYNTRON COMPANY
618 Lexington Avenue Homer City, Penna.

NEW PRODUCTS

(*Continued from page 172*)

BIT AND CUTTER SELECTOR AB65208
Builders, carpenters, and cabinet makers can quickly select the proper bit or cutter used in routing. The new selector will be used by the retailer for faster, easier selection by the purchaser. This is one of many accessories available with the router manufactured by the Porter-Cable Machine Co., Dept. AB, 1714 N. Salina St., Syracuse 8, N. Y.

AIR COMPRESSOR AB65228
Compressed air can be taken to the building site with these new units mounted on a trailer. The compressors also are available mounted on skids and for truck mountings. The 30 and 50 CFM units are powered by a V-type, 4-cylinder engine. Enclosers protect from weathering and tampering. DeVilbiss Co., Dept. AB, 300 Phillips St., Toledo 1, Ohio.

COUNTERSINK AB65213
Steel and aluminum fabricators will find interest in the Cleco Airmatic Countersink. This air tool will countersink holes to a desired depth. Mandrels for varying hole diameters and countersinks can be changed rapidly without dismantling the tool. Reed Roller Bit Co. Dept. AB, 5125 Clinton Drive, Houston, Texas.

DOUBLE OVEN RANGE AB65210
Murray introduces a fully automatic double-oven electric range with push button color control. The new 40-inch model has a 3000-watt broiling unit, a 2200-watt baking unit, and a 200-watt top unit for even baking and browning. Automatic controls are standard with the range. Murray Corporation of America, Dept. AB, 1900 S. Washington St., Scranton, Pa.

New Products continued on page 176

only BH&G is selectively BIG

Only THIS one of the 3 biggest man-woman magazines screens millions of prime building materials prospects for the BUY on their minds!

LUMBER and building materials dealers—the boys on the firing line—are in position to know what motivates their customers. These dealers, almost 7 to 1, acclaim Better Homes & Gardens as their greatest selling aid among all magazines!

That's not at all surprising, for, with 3½-million circulation, BH&G is the top magazine catering to home-building, home-improving families.

It's read by 7 out of 10 families building homes—and BH&G's other prospering readers repair or remodel their bigger-than-average homes at the rate of 1¾-million jobs a year. Yes, and BH&G Home Planning Centers serve multitudes, coast to coast!

To all this, add the facts that BH&G families are editorially *screened* for their abounding interest in what's new or better—that they consider BH&G their family "expert" on building problems—and you'll know why campaigns in BH&G pay off so handsomely!

Better Homes and Gardens

Serving a SCREENED MARKET of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

THIS BEAUTIFUL NEW HOME HAS

AMERICA'S FINEST WINDOWS

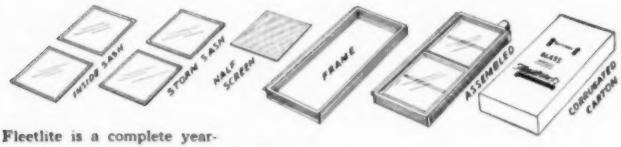
Fleetlite

Double, Double-Hung Aluminum

71 Saratoga Road
Eggertsville
(Buffalo, New York suburb)
Highland & Highland
Architects

To *Contribute Modern Beauty*
Reduce Building Time
Provide Living Comfort
Ease Housekeeping

A Fleetlite Window is different —all parts are manufactured and assembled in the factory and it is shipped complete, ready to install.



Fleetlite is a complete year-'round unit amazing in its ingenuity of design and in the benefits it offers home builders and home owners.

OVER 500 CONTRACT-BUILT HOMES IN THE BUFFALO AREA

. . . and thousands throughout the country are now equipped with Fleetlite windows. Owners are delighted with the beauty, convenience and everlasting investment value.

They appreciate the freedom from the chore of removing, storing and reinstalling storm sash and screen. They like the way Fleetlite sash snap out for cleaning. For warmer winters and cooler summers.

WRITE TODAY
for complete literature on
Fleetlite Windows

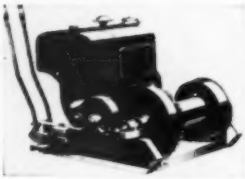
Fleetlite
AMERICA'S FINEST WINDOW

As advertised in House Beautiful, House and Garden, Small Homes Guide, American Builder, Practical Builder, Architectural Forum, and Sweets Architectural File.

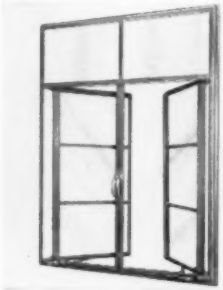
Made by . . .
FLEET OF AMERICA, INC., **112 PEARL STREET, BUFFALO, N. Y.**

NEW PRODUCTS

(Continued from page 174)



HYDRAULIC HOIST **AB65224**
Hoisting control of the new units is obtained through the use of an oversize hydraulic clutch. External contracting three-inch hand brakes are used to insure safe stopping power. Standard equipment on all models are safety ratchets used in conjunction with the brakes. Models range from 3,000 pounds to 6,000 pounds at 100 f.p.m. King Manufacturing Corp. Dept. AB, 3146 W. Chicago Ave., Chicago 22, Ill.



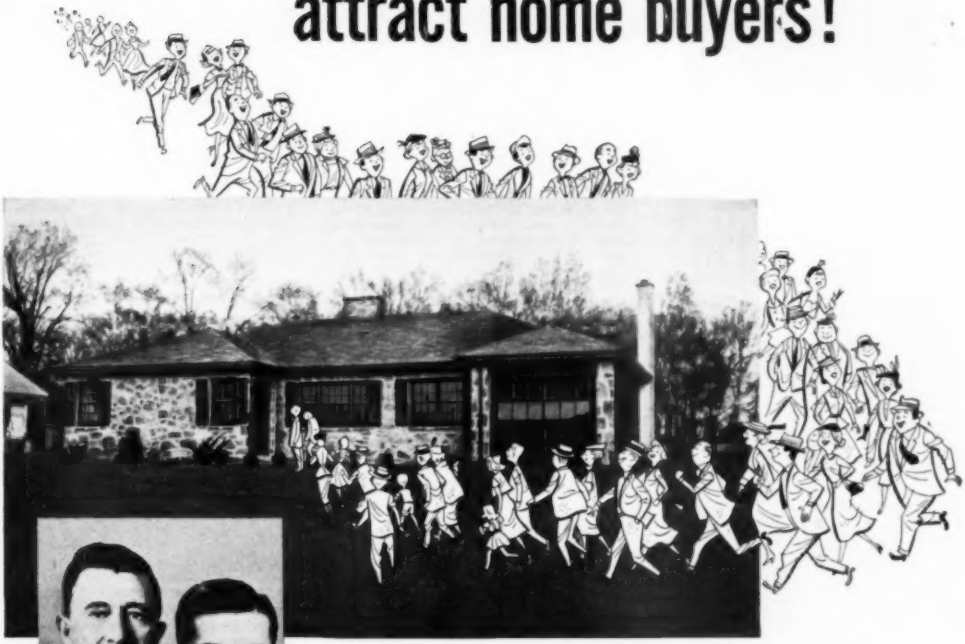
STEEL CASEMENT WINDOW **AB65234**
Slender steel sections with large glass areas feature this Copco residential casement. New type hinges have sturdy supporting leaves and offset faces for accurate location of ventilators and to prevent sag or distortion. Double contact weathering throughout. Copco Steel and Engineering Co., Dept. AB, 14306 Grand River Ave., Detroit 27, Mich.

NEW REFRIGERATOR **AB65235**
Cold clear to the floor provides 11 cubic feet of refrigerated storage space in the same cabinet size as a conventional 8 cubic foot model. Also new this year is the "Magic Cycle" defroster that completes defrosting swiftly and efficiently without using electrical heating devices. Kelvinator Division, Nash-Kelvinator Corp., Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich.

New Products continued on page 178

DELCO-HEAT

has the quality features that attract home buyers!



E. S. Gordy, President, and R. E. Gordy, Secretary of Gordy and Son, Inc., Wilmington Manor, Delaware, installed 400 Delco-Heat units in their Wilmington Manor Gardens development. A typical Gordy home is shown above.

Delco-Heat increases the sales appeal of your homes at no extra cost!

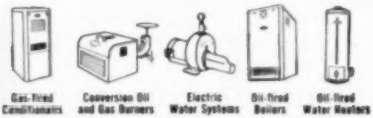
The heating plant in a new home can help clinch the sale—especially if it's Delco-Heat. For most prospective buyers know that a product bearing the names Delco-Heat and General Motors is just about the finest of its kind.

There are many other reasons why more and more builders are turning to Delco-Heat these days. In the complete Delco-Heat line they find the right heating equipment for any size home, for oil or gas-fired installations. And the low competitive prices stay well within carefully planned cost budgets. Why not get all the facts about Delco-Heat before you start your next project?

For a good deal
DEAL WITH DELCO

Delco-Heat "OPC" Conditionairs—oil-fired forced warm air furnaces for utility room, alcove, closet or basement installation, including two reverse flow models. Capacity 75,000 BTU per hour output. Other Conditionair models to 200,000 BTU output, also available.

GENERAL MOTORS
DELCO-HEAT

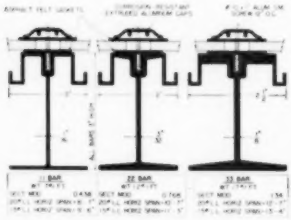


For complete specifications and details on Delco-Heat heating equipment, write Dept. AB, Delco Appliance Div., General Motors Corp., Rochester 1, N. Y.

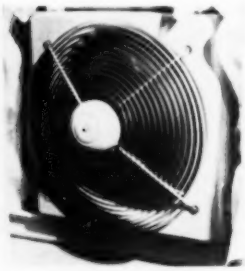
NEW PRODUCTS

(Continued from page 176)

BULL NOSE CAP **AB65204**
Now added to the Miraplas line is a new marbleized bull nose cap. The length of the cap is equal to a tile-and-a-half and is used for decorative effects on the top of plastic tile installations. Bull nose caps are now available in nineteen colors. S and W Moulding Co., Dept. AB, 980 Parsons Ave., Columbus, Ohio.



PUTTYLESS SKYLIGHT **AB65220**
A puttyless aluminum skylight accommodates any thickness of glass and provides a completely water-tight frame. Glazing caps equipped with self-tapping screws hold the glass under uniform tension. The installation method allows for the glass to expand under the sun's heat. Felt insulation strips separate the glass from the glazing caps and absorb noise from expanding and contracting. O'Keeffe's, Inc., Dept. AB, 11th St., San Francisco 3, Calif.



WINDOW FAN **AB65212**
A window fan for cooling an apartment or small home delivers 2500 c.f.m. The 18-inch size unit is reversible to cool two ways: as an exhaust fan and as an intake fan. It is equipped with high and low speeds. Only a screw driver is needed for installation. Hunter Fan and Ventilating Co., Dept. AB, 400 S. Front St., Memphis, Tenn.

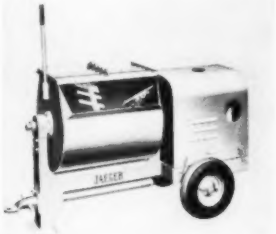
TRI-SPEED DRILL **AB65211**
A right angle drill enables builders to work in tight places. The unit also offers two chuck speeds in addition to the drill's spindle speed. Basically the unit is a straight electric drill driven by a 1/3 h.p. motor. It can drill holes of 3-inch diameter in wood. Milwaukee Electrical Tool Corp., Dept. AB, 5316 W. State St., Milwaukee 8, Wis.

PROTRACTOR LEVEL **AB65215**
Correct angles can be determined with this protractor level. Provisions have also been made for quick setting of ¼-inch drop per foot, valuable for plumbers and sheet metal workers. The unit also measures drop per foot. Sizes are 24 to 72 inches. Vials are replacable. J. H. Scharf Manufacturing Co., Omaha, Nebr.

FORK LIFT **AB65217**
A fork lift has been designed to operate on rough, sandy, and soft ground. The large traction tires in the front of the machine make this type of operation possible. Underneath clearance is eight inches on the smaller models and 10 on the larger models. The machines will lift 3,000, 4,000, 5,000 and 6,000 pounds. Fork lengths vary from 30 to 60 inches. Tracto-Lift Company, Dept. AB, 2011 Baltimore, Kansas City 8, Mo.

LOCK SET **AB65223**
Demonstration sets now available to dealers of five models can be disassembled repeatedly to show assembly ease. Key lock, turn button, privacy lock, and knob latch are locks available in the demonstration models. National Lock Co., Dept. AB, 1902 7th St., Rockford, Ill.

GRADUATED BLOWER **AB65222**
A simple device graduates the circulation of warm air according to the amount of heat in the bonnet. This method utilizes a single-speed blower and results in an even distribution of heat. Vanes control the amount of heat leaving the bonnet and are controlled by the temperature of that heat. When at peak output, the vanes are wide open. Perfection Stove Co., Dept. AB, 7609 Platt Ave., Cleveland 4, Ohio.



PLASTER MORTAR MIXER **AB65203**
A small plaster mortar mixer has a 3½ foot capacity. Mixer has four mixing blades and 34-inch shoveling height. Seals are of neoprene with Timken bearings and Wisconsin engine. Jaeger Machine Co., Dept. AB, 500 W. Spring St., Columbus 16, Ohio.

USE THIS COUPON FOR MORE INFORMATION ON NEW PRODUCTS IN THIS ISSUE

Save Time—Just Insert Key Numbers and Mail To: American Builder, 79 W. Monroe Street, Chicago 3, Illinois

Name .....

Address .....

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No.	**No.**	**No.**	**No.** .....
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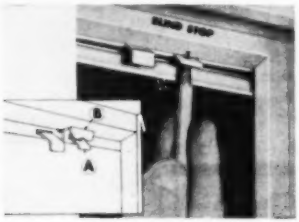
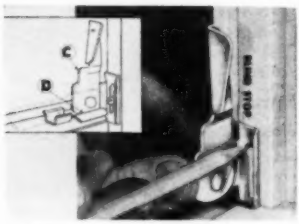
When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder

How to Install Tension Screens

The New York Wire Cloth Co. of New Canaan, Conn., has developed a quick and easy system for installing its Durall tension screens. Three steps do the job.



First slide top bar off screening, and from inside the room place top bar against outside of the blind stop, centering same in window. Mark screw positions using holes provided in top hanger clips (A in drawing). Be sure pencil is held straight for proper screw alignment. Install top brackets (B) with open face flush with outside of blind stop. Slide top bar back on screening and hang.



Second, to locate position of side clamp, place clamp (C) marked "R" for "right" against right side of blind stop resting on sill with two "ears" tight against the stop. Mark screw position at notch provided at top of keyhole slot. Drive screw almost to the wood. Slide side clamp under screw head until screw is about midway in slot. Install left clamp in the same manner.

Third, to set the side clamp, pull screen in at bottom so that the rest (D) is just under heel of clamp. Tighten screw and push down clamp handle. This should give proper tension. If too loose, adjust side clamp. To close opening at bottom, push adjustment channel on bottom of bar down with screw driver.

There were about 44.6 million households in April, 1951, an increase of 9½ million since 1940. Although civilian population increased only 15 per cent during this period, the number of households increased 28 per cent.

—from U. S. Bureau of Census Report

A report to the Building Industry

BUILDERS HAVE USED OVER ONE MILLION GARBAGE DISPOSERS SINCE 1947

Now, more than ever before, garbage disposers have *proved* to be the one outstanding value-feature that customers want and look for — when they buy or rent.

Modern builders recognize the *mass appeal* that garbage disposers offer for "Garbage-free Living" — and consider them as *necessary* as the kitchen sink.

MORE BUILDERS USE

Waste King KITCHEN PULVERATOR CONTINUOUS-FEED ®

THAN ANY OTHER BRAND

Waste King Pulverator has been established, *over 300,000 Waste Kings ago*, as the most advanced, efficient and service-free garbage disposer on the market.

WHENEVER COMPARISON IS MADE — ONLY WASTE KING PULVERATOR OFFERS THESE SUPERIOR DESIGN FEATURES

"HUSH-CUSHIONS"—hold the Waste King in *full-floating suspension*. 50% quieter, smoother operation. Eliminate vibration and noise from penetrating sink, walls and plumbing.

CONTINUOUS-FEED—no stop-and-start feeding. All food wastes are fed into the Waste King *while it is operating*. Saves time, more convenient.

LIFETIME GRIND CONTROL—controls the size of *all* food waste particles and fibrous material. Assures years of clog-proof, dependable operation.

3 NEW MODELS—there's a *proper size* to fit any sink easier, faster. Models: #550, #700 and #1000.

EASIEST TO INSTALL — 3 sturdy mounting clips secure the Waste King in place. Reduces installation time in half.

RECORD OF PERFORMANCE—less than 1% service callbacks. The builder is *relieved* of responsibility. Customer satisfaction is *assured!*

A Product by GIVEN MANUFACTURING COMPANY LOS ANGELES 34, CALIF.

Given Manufacturing Co., Dept. ABG, 1250 Wilshire Blvd., Los Angeles 17, Calif.

Please send free garbage disposer AIA file folder set.

I contemplate using.....garbage disposers within the next six months.

Firm Name.....

Address.....

City..... State.....

Your Name.....

for further information write directly to the company or see sweet's files

ACME
sliding door hardware
ACME APPLIANCE MANUFACTURING CO.
35 SOUTH RAYMOND AVENUE
PASADENA 1, CALIF.

!

Catalogs —

and Manufacturers Literature

231—MASONRY DRILLS— A 6-page 2-color guide has been prepared by the manufacturer to help buyers choose the right bit for the job. Rotary drill bits and air hammer bits are described for soft, hard and very hard masonry and concrete. The New England Tool Co., Inc., Dept. AB, 60 Brookline Ave., Cambridge 39, Mass.

232 — HYDROCRANE — "Busy As A Bee," is the title of a recent publication describing the all hydraulic Hydrocrane. The 2-color, 24-page booklet, pictorially illustrates the machine's versatility by showing it doing everything from digging ditches to moving furniture through second story windows. Bucyrus-Erie Company, Dept. AB, South Milwaukee, Wis.

233—EARTH RAMMER — New Barco Rammer 8-page catalog treats the problems of soil compaction and how the rammer will do the work of five men. The specifications and uses of the machine in all types of construction are fully covered. Barco Manufacturing Co., Dept. AB, 1801-1815 Winnemac Ave., Chicago 40, Ill.

234—IRON WORK — "Artcraft Iron Work" is a new catalog issued by the manufacturer which describes and illustrates the complete line of stock ornamental and cast products. Highlights of the line are the columns and brackets of matching designs. Hunington Industries, Dept. AB, 2368 Prospect St., Memphis, Tenn.

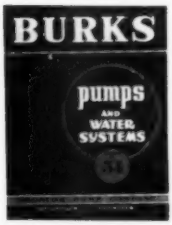
235—DOUBLE HUNG WOOD WINDOWS — Described in a 2-color, four page catalog are weather stripped wood windows that fit all types of wall conditions. Wall materials of ½ or $\frac{25}{32}$ inch sheathing, ¾ inch lath and plaster, or ½ or ⅜ inch gypsum board can be used with these frames. The windows are equipped with 4 overhead type spring balances for each window. "Bilt-Well," Carr, Adams, and Collier Co., Dept. AB, Dubuque, Iowa.

236—HEATING—A heating equipment catalog which furnishes complete detailed information on both residential and commercial radiation has been issued. The catalog numbered 53A features complete I-B-R ratings, design of the Radi-Vector heating system, dimensional data, pipe design charts, installation and ordering instructions. The Vulcan Radiator Co., Dept. AB, 21 Francis Ave., Hartford 6, Conn.

237—REFRIGERATORS — A new 4-color folder has been issued by Kelvinator showing the various features and sizes of each individual model. Big feature this year is the Magic Cycle self-defrosting. Kelvinator Division, Nash-Kelvinator Co., Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich.

238—STEEL DOORS AND FRAMES—An illustrated 12-page catalog gives a complete description of this manufacturer's line of steel doors and frames. Installation procedures with various types of wall materials are illustrated and described. Amweld, The American Welding and Manufacturing Co., Building Products Division, Dept. AB, 190 Dietz Road, Warren, Ohio.

239—GARAGE DOORS—Three new garage door styles and improved garage door hardware are shown in a new 2-color, four page booklet recently introduced by the manufacturer. The hardware is guaranteed to clear the top of any model passenger car with the bumper against the door. United Products Co., Dept. AB, 900 N. 43rd St., Milwaukee 8, Wis.



240—WATER PUMPS—A 64-page catalog recently published by this manufacturer of water pumps is divided into three sections. Section one covers turbine pumps and water systems. Educer-type turbines and deep well systems are in section two. Vertical centrifugal educer-type deep well systems are covered in section three. Decatur Pump Co., Dept. AB, 2750 Nelson Park Rd., Decatur, Ill.

(*Continued on page 184*)

VMP CORPORATION

HOW TO REALLY SPEED DOOR AND FRAME INSTALLATION

VMP STEEL FRAMES GIVE YOU THREE BIG TIME AND LABOR SAVINGS

1. Pre-welded into complete one-piece assembly, VMP *steel* frames require no on-the-site assembly.
2. Mortises in doors and frames for locksets pre-cut at factory — no on-the-site mortising.
3. VMP flush metal doors exactly fit frames for perfect operation — no on-the-site cutting or fitting.

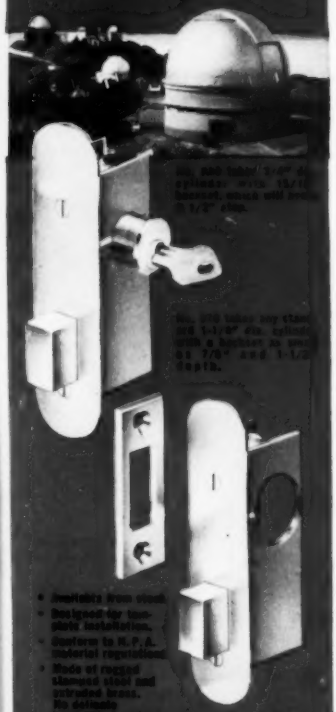
Why even consider using wood or any other door and frame when you get these three big installation cost cuts with VMP metal doors and frames. How much more satisfied you and your customers will be! For VMP steel frames never warp, sag, or crack. Never change dimension. Give longest, most dependable service. No customer complaints. No costly call-backs to repair doors or frames. And they're fireproof, too!

Order VMP metal doors and frames for plaster wall, masonry wall and dry wall construction, and cut your door and frame installation costs — way down!

FREE: Architect's and builder's manual illustrated with two-color isometric drawings gives valuable door and frame cost cutting data. Send for your personal copy — yours without charge. Just write "VMP Steel Frames" on your letterhead or card, and mail today to Dept. G6.

VIRGINIA METAL PRODUCTS CORPORATION
60 Hudson Street, New York 13, New York

...Famous
LICK OBSERVATORY
...Famous
ADAMS-RITE LOCKS



- Available from stock.
- Designed for two-door installations.
- Conform to N.P.A. material requirements.
- Made of rugged stamped steel and extruded brass. No delicate hand fitted parts.
- Where desired these deadlocks are interchangeable with Adams-Rite Series 1401 Deadbolches.

Adams-Rite is proud that their Series 970 Locks have been specified for the addition to house the new 120-inch telescope at the famous Lick Observatory near San Jose, California.

These quality locks provide deadlocking security for doors with the narrowest stiles. Adams-Rite also makes many other specialized locks for sliding, tempered glass and screen door applications.

John Gane, Los Angeles
Structural Engineer
Cowlon & Gunther, San Francisco
General Contractors
San Francisco Glass Co.
Aluminum Doors and Trim

Write for complete information

ADAMS-RITE MANUFACTURING CO.
540 WEST CHEVY CHASE DRIVE, GLENDALE 4, CALIFORNIA, U. S. A.
SPECIALIZED LOCKS AND BUILDERS' HARDWARE

Silicones Repel Water Without Discoloration, Protect Lime-Content

Latest silicone water-repellents to be developed not only are colorless, so that treated surfaces remain unchanged in appearance, but also are long-lasting in their effectiveness. Accelerated weatherometer and other exposure tests have passed the 12-year mark without indication of failure. As yet, no one has been able to place a definite time limit on durability of the silicones.

The new transparent silicone waterproofer is much more than just a coating, according to Dr. Leo Liberthson, technical director of the Building Products Division, L. Sonneborn Sons, Inc. Using the firm's Hydrocide SX as an example, he reports that when this product is applied by brush or low-pressure spray, it penetrates the masonry approximately one-half inch—more if flooded on very freely and not brushed out. When dry, one to four hours later, the solution becomes an integral part of the material. This means, he pointed out, that instead of a film or surface deposit which can weather off there is complete absorption so that masonry itself becomes water-repellent.

Heavy rainstorms driven by strong winds cannot penetrate this half-inch-thick protective and invisible "raincoat," it is claimed. At the same time, moisture vapor from the inside can get through such walls because the pores are not sealed—a feature expected to be of special interest to operators of grain elevators.

Although not designed for the purpose, the silicones have been found to do another job especially interesting to those who run up a big bill every three years or so for sandblasting or other cleaning methods. Dirt and dust which accumulates on a treated wall is washed away with each rainfall, because all water runs off the vertical surfaces and none is absorbed.

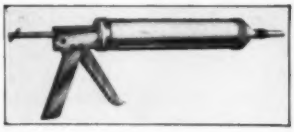
Efflorescence Checked

Another builder's bugaboo, efflorescence, is conquered by the silicones. White crystals already present on a brick wall must be scraped or washed off before application. Afterwards, there will be no more efflorescence, except for a few cases where it may show around the edges of some bricks. The salt solution cannot get through the silicone barrier.

New Limestone Treatment

While chemists knew that silicones were ideal for waterproofing concrete

BEAVER
Caulking Guns



For Cartridge or Bulk Compounds

★ Precision made for longer life and better results!
★ All working parts accurately machined!
★ Extra heavy gauge barrels!
★ Uses all caulking materials—handles light oils!
★ Positive ratchet drive.
★ Threaded nozzles—no bayonet joints to come loose.
★ Three popular sizes—6½", 10" and 15". List prices—$6.50, $7.50, $8.50. Write for discounts.

SOLD WITH A LIFE GUARANTEE!
WESTERN RESERVE MFG. CO.
3710 East 93rd St. Cleveland 5, Ohio

WHY PUT UP WITH THIS

WHEN YOU CAN OPEN DRAWERS LIKE THIS

Fingertip drawer operation—so easy to achieve on built-ins with...

Roll-eez Trade Mark
ROLLER BEARINGS for WOODEN DRAWERS

MAKES HOMES SELL FASTER!

Five styles. Roll-eez consist of durable plastic rollers mounted on steel pins and frames.

No tugging, no straining to open a drawer equipped with Roll-eez. Roll-eez prevent wooden drawers from sticking and binding—provide a smooth, quiet, effortless drawer operation — by eliminating wood-to-wood contact and maintaining perfect drawer alignment. Easy to install, they allow a simplified drawer construction and faster fitting of drawers, generally save enough in time, labor, and materials to make up their small cost. Durable, long-lasting, Roll-eez increase the value of your homes.

Write for Literature Today!

JUNIOR-PRO PRODUCTS CO.
3206 Morganford Rd., St. Louis 16, Mo.

(Continued from page 182)

and all types of saliceous masonry, they felt that the job was just short of being satisfactory for calcareous materials such as limestone, limestone aggregate and lime-sanded brick. Now, they believe they've licked that problem.

Sonneborn research has just announced the development of another silicone compound, tentatively named Hydrocide CA, and claims it will do everything for lime-content surfaces and asbestos cement siding that the other products do for walls containing silica.

Ease of application is a big feature of the colorless waterproofing solution. It is applied as it comes in the can, in any kind of temperature from below freezing to over 100 degrees. Only the most porous of surfaces are considered to need a second coat and there is no danger of an "excess" bringing about discoloration.

For advance preparation, all dirt, waterproofing previously applied and loose particles should be removed, and cracks larger than hairline pointed up. To insure dryness, the application should be made at least three days after the last rainstorm. Rain occurring a few hours after the silicones have been absorbed makes no difference although, in the same circumstances, most older types of waterproofing would be rendered useless and washed off because they require several days to dry.

Coverage is estimated at 75 to 150 square feet per gallon, depending on porosity and type of wall to be treated.

Showing How It Works

New dealer display stand developed by Hunter Fan and Ventilating Co., Memphis, Tenn., demonstrates to the prospective customer the way an attic fan works in the home. The display has an added value, the company said, because it will keep showrooms cool on hot days.

How All Contractors Can Lower Construction Costs

WITH

VAN-PACKER

PACKAGED MASONRY

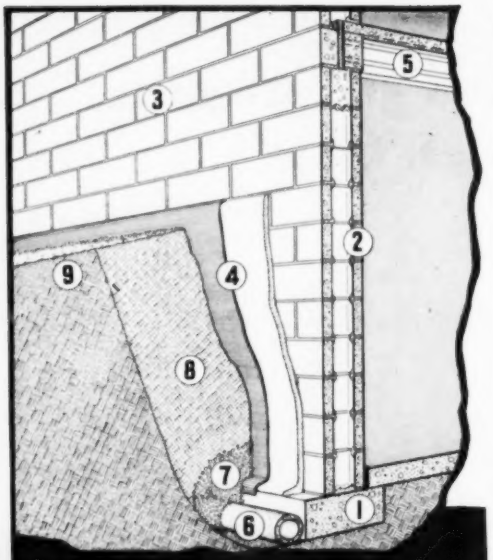
CHIMNEY

On mass housing developments where tight building schedules are the rule, or for the builder who builds 3 houses a year, Van-Packer contributes to lower construction costs in these important ways. There's no waste with Van-Packer Packaged Masonry Chimney. Everything is furnished—there's nothing else to buy. Costly man hours, space, breakage and trucking involved in handling brick chimney supplies are all avoided. Builders prefer this completely packaged chimney. Installation time is cut to a fraction . . . just 3 hours' work or less by one man and the chimney is complete. Underwriters' Laboratories tested and approved Van-Packer All-Fuel Chimney is fire-safe with a chimney wall of insulating vermiculite concrete and fire-clay tile liner. The insulation value of the Van-Packer wall is equal to 24" of brick or 70" of ordinary concrete. F.H.A. accepted!

Nationally distributed through reliable building material jobbers and dealers. Van-Packer is available for immediate delivery. Some jobber territories still open. Write for free literature and details.

Van-Packer
CORPORATION
Dept. 1206 • 209 S. LaSalle St.
Chicago 4, Illinois

Also Manufactured and Distributed in Canada by C. S. McRobert and Son, Ltd., St. Laurent, Quebec.



HOW TO BUILD WATERTIGHT BASEMENT WALLS OF

CONCRETE MASONRY

LEAKY basements discredit the builder and annoy home owners. It costs far less to build a basement watertight than to correct a leaky one later on. Here's how to do it:

1. Carry cast-in-place concrete footings (at least 8" thick and 16" wide) to firm soil below frost line.
2. Use good mortar and quality block that meets ASTM specifications.
3. Fill all joints, using full face shell bedding, and thoroughly compact mortar by tooling after it begins to stiffen.
4. Apply two ¼" coats of portland cement plaster on earth side of wall. When plaster is dry apply two coats of hot tar or asphalt.
5. Build first floor *before* backfilling.
6. Place concrete drain tile at side of footing.
7. Place gravel fill over drain tile.
8. Place earth fill, free from debris, in even, tamped layers over gravel.
9. Slope final grading away from wall.

Write for free data sheet on building watertight basements. Distributed only in the U. S. and Canada.

PORTLAND CEMENT ASSOCIATION

Dept. 6-3, 33 W. Grand Ave., Chicago 10, Ill.

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work

Catalogs

(Continued from page 181)

241—COLOR PLUMBING—A full color catalog showing the company's line is now available. A color harmony chart, artists' conceptions of completed bathrooms in modern styling, and technical information is included. Briggs Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich.

242—ANCHOR BOLTS—Two types of anchor bolts to be used in plate and partition construction are adjustable for brick, tile, and concrete block. The four page folder details uses and specifications. Engman Manufacturing Co., Dept. AB, 1317-19 Locust St., Des Moines, Ia.

243—LOUVER WINDOWS—A 4-page, 2-color catalog with the aid of photographs and detail drawings describes the company's louvered windows. Specifications and a chart of sizes are included in the booklet. Pro-tect-u Jalousie Corp., Dept. AB, 4525 Ponce De Leon Blvd., Coral Gables 34, Fla.

244—PORTABLE POWER TOOLS—A 2-color, 40 page booklet describes the company's line of electric and pneumatic tools. Specifications and prices are included for each tool. All accessories for the power equipment are also included. Thor, Independent Pneumatic Tool Co., Dept. AB, Aurora, Ill.

245—LAMINATED PLASTIC—This 50-page manual provides information on the installation of Versibond, a new hard surface, high pressure plastic laminate. Data is based on practical experience of mechanics and on laboratory and field tests. The Ohio Rubber Co., Dept. AB, Willoughby, Ohio.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

June 1952

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers .....

Name .....

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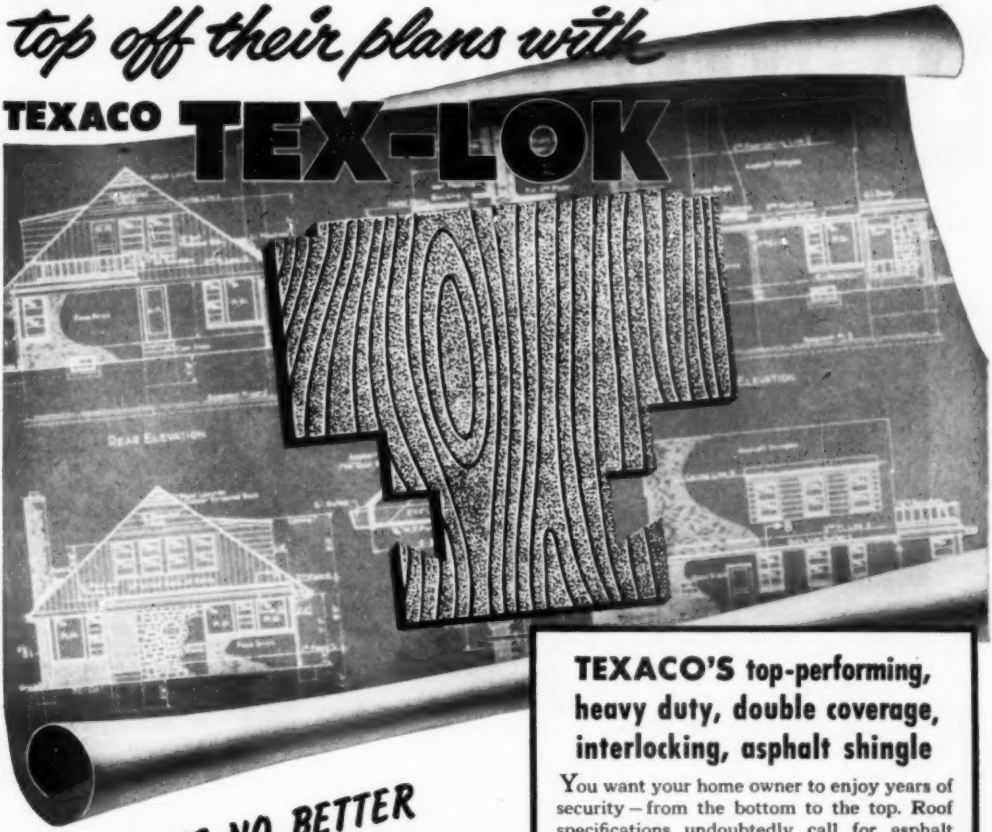
*Please note that occupation must be stated if full service is given.

To sell home owner satisfaction— top off their plans with

TEXACO TEX-LOK



THERE'S NO BETTER SHINGLE VALUE ON THE MARKET TODAY!

TEX-LOK shingles are available in the areas served from roofing plants located at Lockport, Illinois; Port Neches, Texas; and Port Wentworth, Georgia.

★

In the Northeast ...it's TEX-LATCH

TEX-LATCH is another Texaco top-performing asphalt shingle – heavy duty, double coverage and interlocking – similar to Tex-Lok except in method of locking tabs. TEX-LATCH shingles are available from the Edge Moor, Delaware roofing plant.

TEXACO'S top-performing, heavy duty, double coverage, interlocking, asphalt shingle

You want your home owner to enjoy years of security – from the bottom to the top. Roof specifications undoubtedly call for asphalt shingles. And here's the very shingle that assures him a rugged roof and an attractive roof – for years to come.

TEX-LOK shingles are heavy duty and double coverage. They're interlocked and nailed down—to *stay put!* They're *fire-resistant*, of course. And they make a mighty good looking roof. (Beautiful colors in textured or plain surface.)

Recommend TEX-LOKs for home owner satisfaction – for both new construction and re-roofing. Remember – they carry *the name that millions know and trust – Texaco.*

TEXACO
Asphalt Roofing Products
THE TEXAS COMPANY

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

Choose...

WILLIAMSON
WARM AIR FURNACES

for quality low cost homes

WILLIAMSON GAS FORCED AIR

GAS

OIL

COAL

PIPE & FITTINGS

"Name" home equipment which reflects built-in quality and performance and does not add to construction costs always adds "eye" and "buy" appeal to any home.

WILLIAMSON Warm Air Furnaces are modern in design, made of top quality materials and have built-in craftsmanship of over 60 years of furnace design and manufacturing experience. There are WILLIAMSON Warm Air Gravity and Forced Air Furnaces for any type fuel and any size home with basement or utility room. WILLIAMSON'S complete line of Pipe and Fittings round out the full package of equipment required to heat any home comfortably and economically.

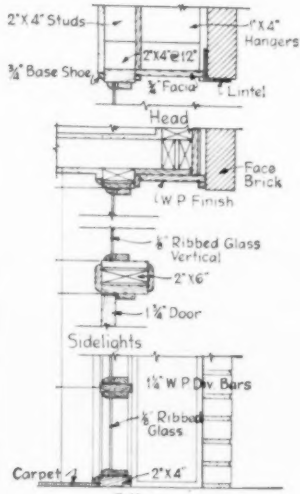
Write for details.

Williamson Furnaces are nationally advertised and have over 60 years of home owner acceptance.

THE WILLIAMSON HEATER COMPANY
4564-F Marburg Ave.
Cincinnati 9, Ohio
Have an authorized Williamson Representative give me information on:
☐ Gas ☐ Oil ☐ Coal ☐ LP Gas ☐ Pipe and Fittings
☐ Basement installation ☐ Utility Room installation
Name_____
Street_____
City_____ Zone____ State____

Make the Entrance DISTINCTIVE

The front entrance to this house in Cherryvale, Kansas, has been made a distinctive and harmonious point in the design. Keyed to the horizontal lines of the house, it has a standard 1¾-inch slab door with wood reedings applied horizontally to the exterior side. Glass openings have been cut out of the plywood core and mirror-type glass inserted. Fluted Louvrex obscure glass is used for the sidelights, placed horizontally. Each muntin line extends back sufficiently to permit shelf display of small objects. The deep reveal of the door frame makes possible a recessed light fixture over the door in the top member of the frame. The cement entrance slab is flush with the finish floor, requires a bronze or brass threshold. Architect for this house was Thomas F. Holifeld, A.I.A., of Bartlesville, Oklahoma.



DOOR DETAILS

How to Plan Merchandising That Sells Homes *Faster*

Peak success comes to those who pack the most sales appeal into their products, declares the sales engineer of more than $150,000,000 worth of homes

Peter J. McKenna

ONE of the best trade secrets of the most successful home builders is in-born merchandising consciousness.

That sounds like a mouthful! But all it means is that these builders have developed a sixth sense for packing more live sales appeal into their products than any of their competitors can.

How do they do it?

One man who has specialized for a quarter-century in helping builders develop that sixth sense believes he has the answer. He has been showing it to the builders in hard dollars and cents—guiding their sales to more than $150,000,000 worth of homes.

Originator of more quick sell-out ideas than any one builder would want to use at one time, this man is Peter J. McKenna, New York real estate merchandising counselor. He has shouldered the responsibility of seeing developments through to flying success when builders had much more to worry about than metal controls and Regulations X, Y and Z.

How does he do it?

"Mainly," says McKenna, "by keeping the builder's mind on his real business—*selling* houses.

"The selling thought must be planted on the day a builder selects land for development. It must carry through every succeeding operation. This is not a matter of school book concentration. It's just a frame of mind—a thought firmly planted in the subconscious and then used as a yardstick on every detail in the progress picture.

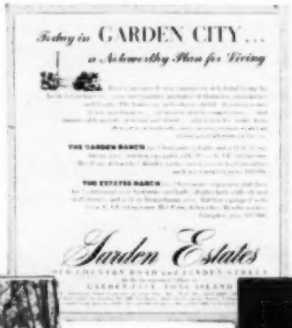
"The key is: 'How will this affect sales?'

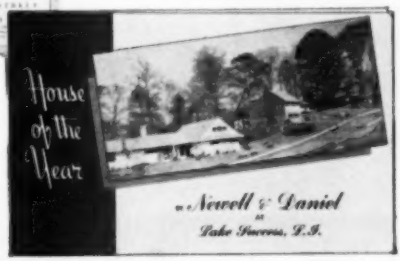
"The home builder who starts asking himself that question when he buys land, when he considers its location in relation to schools, shopping, transportation, recreation—who asks it when surveyors submit their layout plan for winding roads to discourage through traffic—is the builder who is going to hit a jackpot.

"The builder who waits until his model house is almost ready before he calls in his advertising and sales people, and says in effect: 'This is what I built. I want X dollars for it. Sell it for me,' is the builder who is going to hit a headache."

McKenna stresses complete merchandising follow-through because many of his clients "went to town" with this technique. He has coun-

(*Continued on page 188*)



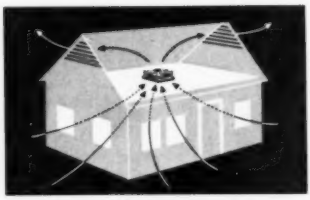


From the purchase of the land to final completion of the houses, every move in developing these successful projects was made after considering "how will this affect sales?"

keep clients cool

with Hunter attic ventilation

IT'S THE LOW-COST WAY TO COOL EVERY ROOM IN A HOME



You plan homes for comfort—and no home is comfortable unless it is cool in hot summer months. The low-cost way to cool a home is with a Hunter Attic Fan.

Cools the entire house—This modern ventilating fan is a complete home-cooling system. On hot summer days and nights it drives out hot, humid air . . . pulls in fresh, cooling breezes.

Easy to install—Delivered on the job complete with ceiling shutter and modern metal trim, the Hunter Package Fan is quickly installed in ceiling opening. No suction box or "extras" to build. Fan unit requires only 17" attic clearance.

Performance guaranteed — Quiet, dependable operation is assured by Hunter's 65-year experience in fans exclusively. Hunter Attic Fans are available in capacities to fit any home and any climate. Fan guaranteed 5 years; motor and shutter, 1 year.

The compact Hunter Package Fan is easily installed in any attic.

Write for free home cooling manual

HUNTER FAN AND VENTILATING CO.
381 S. Front St., Memphis 2, Tenn.
See our catalog in Sweet's

HUNTER *Package Attic Fans*

(*Continued from page 187*)

seled home builders who have sold 120 houses in one week end—apartment builders who have leased over 800 apartments before foundations were in. And he insists there is nothing high-falutin' about it.

"Highbrow brains? Nuts," he says. "It's just plain experience. I can remember when the selling of a home—the biggest investment in the average man's lifetime—was not presented to the public as attractively as the selling of a $15 suit of clothes.

"Since then, successful builders have learned to wrap up their package for the cellophane trade. The public demands glamor, comfort, color, convenience. You can't just advertise a house today. You have to merchandise it—every detail from before the foundation is dug, through the planning, designing, building and *selling*.

"Good advertising lineage in appropriate media is vital for attracting attention to your product. But this is just part of your merchandising. It is based on the news value you have. And the more news value you pack into a house, the better advertising, publicity and selling you'll have."

Look for News Value

McKenna banks on news value. Any characteristic that makes one house different from another is news to him and suggests a campaign theme immediately. He treats ideas as tools. Builder, architect or any workman may suggest a sales-productive idea, which he grabs, pressure-cooks and puts to work.

"House That Works"

Several years ago, when complete electrical kitchen and laundry equipment was relatively new, McKenna came up with "The House That Works." A client included telephone-doorbells and he had "The House That Talks." In 1950, a builder came up with a house incorporating all the best contemporary features, and McKenna had "The Mid-Century House."

Co-ordination of selling effort is his habit. He has the architect, sales manager, advertising copy writer, brochure production man, publicity agent all in conference with the builder when he starts planning a new development. In one such setting, the builder outlined his intentions to build houses to appeal to GIs and all young families who were not happy with apartment living and were ready to be sold their first home.

The theme, "Key to Happiness Homes" was developed. Direction

(*Continued on page 190*)

NATIONAL HOMES uses only Quality Materials

. . . another reason why National Homes appeal to Quality Builders

Every house produced by National Homes Corporation contains only top quality materials. Famous products such as Owens-Corning Fiberglas, U. S. Gypsum Sheetrock, Upson Strong-Bilt Panels, Youngstown Kitchens, Bruce and Delfair Flooring, Douglas Fir Plywood, Anderson Wood Work, are used throughout. Result: all National homes not only look smart — they stay smart. From every angle National homes are quality homes.

NATION'S LARGEST PRODUCERS OF QUALITY HOMES AT THRIFT PRICES

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE

National Homes prefabricated panels and structural parts are commended by Parents' Magazine as advertised therein.

National HOMES

NATIONAL HOMES CORPORATION

LAFAYETTE, INDIANA • HORSEHEADS, NEW YORK

Why the 'yellow pages' will help your business in 1952

THIS YEAR thirteen leading consumer magazines will be used to promote the 'yellow pages' of the telephone directory. They will carry 373,802,585 of these eye-catching 'yellow pages' cartoon messages.

This national advertising campaign will remind more housewives, home owners and business men in your community to use the 'yellow pages.' That is why the 'yellow pages' will be more important than ever to you in 1952.

Be sure you are represented at every appropriate classified heading. Call your telephone business office today...your directory representative is ready to help you.

AMERICA'S BUYING GUIDE FOR OVER 60 YEARS

(*Continued from page 188*)

signs took the form of a key instead of the usual arrow. The brochure die also followed the shape of a key. An unfinished exhibit house was opened to show details of construction and a key sign in front read: "The Key to Hidden Values." Purchasers were given keys to their homes labeled "Your Key to Happiness" and carrying the insignia of the Long Island Home Builders' Institute. Three hundred homes, in the first group, were quickly sold out by the builders—Walter Stackler and Leonard Frank—the latter a director and executive committee member of the National Association of Home Builders.

Co-ordinated Sales Efforts

The same builders sponsored "The Mid-Century House"—an operation involving a picturesque 75-acre estate zoned for minimum plots of one acre. Promotion of that project illustrates McKenna's belief in co-ordinating sales effort from the beginning.

Since these homes would have to sell in the $25,000 bracket, landscape architects were retained to place each dwelling so as to retain as many of the estate's rare trees as possible.

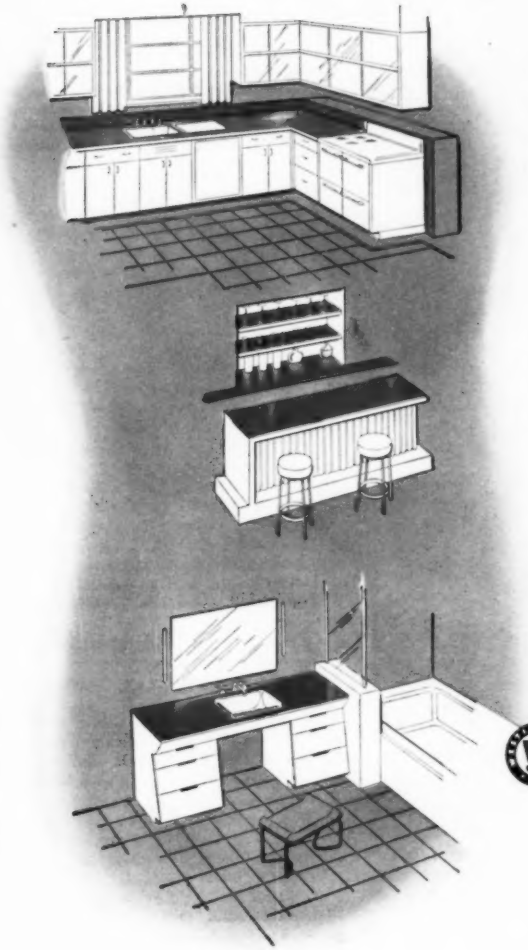
Making News

For the preview of the model house, a press beefsteak party was arranged in the old mansion after showing the new house. Newspaper and magazine editors, special feature writers, town and county officials, financing officers and representatives of FHA and VA were taken to the

(*Continued on page 192*)

Landlord-suspicious New Yorkers liked this "Lease That Lets You Out" advertisement

Easily-installed micarta® counters offer a lifetime of beauty



MICARTA®, the wonder-working, decorative plastic surface is a good buy for you and your customers. Your carpenters will enjoy the ease of using pre-bonded MICARTA-to-Weldwood® plywood panels. They can be sawed, planed, drilled and trimmed by ordinary tools. Women will love the carefree, locked-in beauty of a whole host of colors, patterns, Truwoods® and Trugrains®.

In kitchens, dinettes, bathrooms . . . in any room . . . this miracle material will resist a lifetime of wear. Super-tough, satin-smooth MICARTA just shrugs off burns, stains, denting, chipping, cracking and splintering. A wipe of a cloth brings back the clean, lustrous surface.

The easily installed panels come in 4 sizes . . . 24" x 96" . . . 48" x 96" . . . 30" x 60" . . . 30" x 96" (all ⅞" thick). There is virtually no waste. Ask your lumber dealer about this attractive long-lasting material . . . it is helping to sell houses everywhere. J-06451

Westinghouse micarta®

DISTRIBUTED by UNITED STATES PLYWOOD CORP and U.S.-MENGEL PLYWOODS, INC.

UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 18, N. Y.
Please send full information on MICARTA.

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

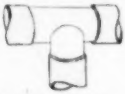
AB 6-52

An IMPROVED Method For Installing PERIMETER HEATING LINES

EASY TO HANDLE
EASY TO LEVEL
EASY TO STORE

All this

AT LOWER COST



SONOAIRDUCT FITS ALL STANDARD METAL BENDS, ELBOWS, T'S & REGISTERS

An improved, lower cost method for installing loop, lateral or radial heating systems. Sonoairduct laminated fibre tubing is available from 2" to 24" I. D. and up to 25' long. Offers important savings over clay or metal pipe. Widely job tested and approved.

DISTRIBUTORS WANTED

A few territories are open for qualified distributors interested in stocking and promoting Sonoairduct. Write for details.

Write for Complete Descriptive Literature and Prices

SONOCO PRODUCTS COMPANY
Construction Products Division
HARTSVILLE, S. C. MYSTIC, CONN. GARWOOD, N. J. BRANTFORD, ONT.

SONOCO
BARE-FIBRE
REG. U.S. PAT. OFF.

Contemporary interiors were featured here. Gross-Morton ads helped bring in more than 500 rentals in 30 days before start of construction—at a time when other developers were finding the market extremely slow

(*Continued from page 190*)

scene in a fleet of hired Cadillacs. As each guest arrived, a photographer took his picture. When the guests sat down for luncheon in the mansion, their own mounted snapshots served as place cards.

The project clicked as slickly as the camera. Fifty houses, averaging better than $25,000, were sold within a few weeks—on order to be built.

An even more extensive accomplishment was McKenna's publicizing of "The House of the Year" for Newell & Daniel, who have sold some 300 North Shore Long Island homes in the $25,000 to $35,000 range. When the swank Fifth Avenue New York store of W. & J. Sloane introduced its fabulous "House of Years" as the *ne plus ultra* in decorating and furnishing, there was a prestige concept which could be handsomely tailored to luxury homes of striking architectural design.

As a sample of his capitalization of news value in a product, McKenna engineered the merchandising of the Williams-Harter New Salem community at Port Washington, N.Y., just before World War II, when Colonial design was the big drawing card. This was about the time when Williamsburg, Va., was attracting tourist attention with hostesses in appropriate Colonial dress.

Attractive girls, trained in salesmanship and dressed as Colonial dames, welcomed visitors to the model homes with a hospitality few could resist. Sales took care of themselves. But, he pointed out, the houses had sales appeal in every detail—location, design, setting, equipment and appointments.

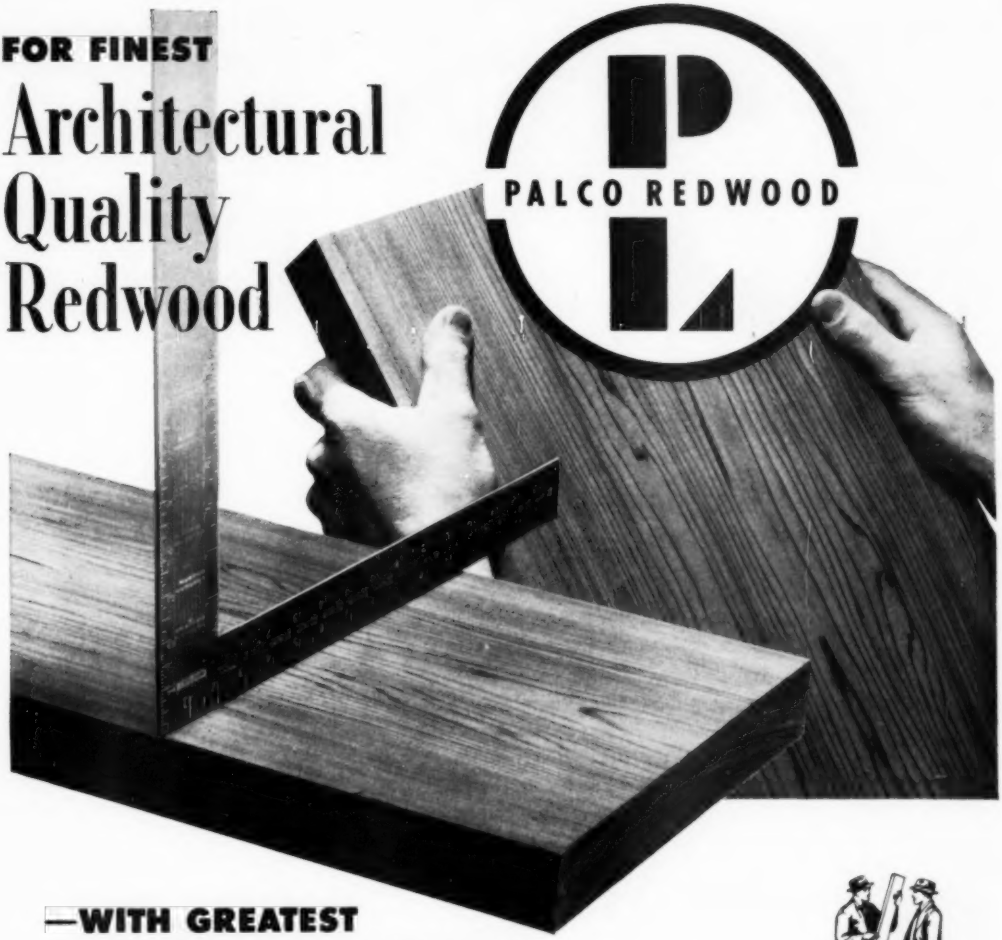
McKenna won't say that a sales

(*Continued on page 194*)

FOR FINEST

Architectural Quality Redwood

PALCO REDWOOD



—WITH GREATEST DIMENSIONAL STABILITY

No other commercially produced wood can surpass PL *top-quality* Redwood in *"stay-put" ability*. Its great resistance to warping, swelling and shrinkage places it in the top class of all woods. Even after long exposure to the weather, it has the least tendency to cup, twist or pull loose from fastenings. Added to its "stay-put" qualities, PL Redwood offers the greatest uniformity of texture and grain to be found in any redwood lumber. You'll find PL *Architectural Quality* Redwood is the *best of the best*. When you buy, be sure to specify PL Certified Dry Redwood.

For an impartial comparison of Redwood's outstanding properties, write for Redwood Data Book "JG."

PL Redwood is "tops" in these outstanding qualities

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability

Specify CERTIFIED DRY

THE PACIFIC LUMBER COMPANY

The best in Redwood — Since 1869

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 5225 Wilshire Blvd., Los Angeles 36

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

by estimating errors?

Losing sleep over figures that are *almost right?* Afraid that profits are needlessly melting away? Then you need the Remington Rand *Printing* Calculator – because with this modern figuring tool, expensive estimating errors don't stand a ghost of a chance.

You find new figuring speed, efficiency and economy in the *Printing* Calculator. Short-cut, *printed* multiplication and automatic, *printed* division banish calculating errors forever –and on top of this you get a complete, lightning-fast 10-key touch operation adding machine. That's real double duty, double value economy.

find "peace of mind" in the swift positive accuracy of the

Remington Rand *Printing* Calculator!

SEND TODAY for complete information on how the *Printing* Calculator handles *all* your figurework –payrolls, checking invoices, engineering computations, determining areas and cubic contents–with new ease, speed and economy. Write to Remington Rand Inc., Room 2119, 315 Fourth Ave., New York 10, N.Y. There's no obligation, of course.

Remington Rand

New Film on Doors

Belt-sanding a Mengel Flush Door, a scene from a new sound-slide film which shows production methods and other facts about the product. Dealers may book the film for local use through district sales representatives or the Advertising Department, The Mengel Co. (Plywood Division), Louisville 1, Ky.

(Continued from page 192)

gimmick will solve all sales problems, but given the news value in the product, he supplies the appropriate gimmick. "You'll make a mistake," he'll tell a builder's architect who plans to squeeze in a shower stall narrow enough to crack your funny-bone. "Enlarge it by $10 and we'll get a hundred more for that house," he'll say.

Operating unobtrusively, he seldom has had to make an issue of such details. Rather, he drops a hint here, plants a seed there to make for smoothness and get the job done—the way he wants it.

Same Formula for Rentals

The same technique works for store or apartment renting, McKenna declares. When the powerful Gross-Morton Corp. branched into apartment building, he handled the merchandising package. Edward J. Dennis, the firm's vice president and general manager, found in a careful analysis that leases could be offered with 30-day cancellation clauses without any disadvantage.

A full schedule of huge ads prepared by McKenna startlingly announced "The Lease That Lets You Out"—something previously unheard of by New York City's landlord-fearing tenants. Result: 532 rentals in Windsor Park in 30 days and before construction got under way.

"Almost any builder can do the same thing almost any place in the United States," McKenna says, "if he keeps his mind on the business of selling from first to last. If any builder thinks that's too big a job on top of his business of building, it's up to him to get the best man he can find to do that concentrating for him."

All Around the Town it's Flintkote STRI-COLOR...

...Gray, Green and Brown

An old house with a new dress of beautiful Flintkote STRI-COLOR Sidings...representing a big, profitable market for *you*.

...the beautiful new siding with embossed striated surface texture and Flintkote DURA-SHIELD* protection!

Home owners everywhere have greeted Flintkote's new STRI-COLOR* Asbestos-Cement Siding with open arms...and open check books!

Builders, applicators and building material dealers say that STRI-COLOR is the most exciting siding news in a decade!

And no wonder! Flintkote STRI-COLOR's smart embossed striated surface ... its handsome brown, gray or green colors ... gives a new kind of home beauty. And Flintkote's new DURA-SHIELD finish gives these sidings a highly-effective new kind of *protection* from weather and stain!

Alone ... or in combination with other materials, such as stone, stucco, brick, etc., these sidings create unusually lovely effects.

The demand for STRI-COLOR SIDINGS is *tremendous!* They're on their way to outselling ANY Asbestos-Cement Siding ... both for new construction and for re-siding applications.

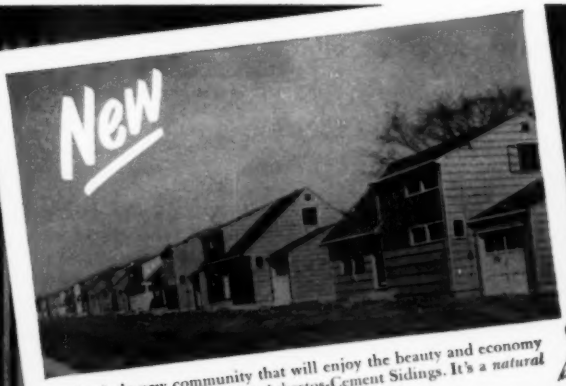
Better re-order *today!*

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

* A Trademark of The Flintkote Company

FLINTKOTE

the extra years of service cost no more!



A whole new community that will enjoy the beauty and economy of Flintkote STRI-COLOR Asbestos-Cement Sidings. It's a *natural* large-volume market for STRI-COLOR.

...smooth
the way
to bigger
PROFITS

Give your modern machine a sanding cover that will match it in performance — a paper that has what it takes to polish off those rough floor jobs in record-breaking, profit-making time. Give it RESINIZED SPEED-GRITS. This rugged floor paper gives faster service longer because every keen silicon carbide grain is locked in cutting position—DURABONDED® to the extra-strong backing. In addition, the RESINIZED coat stays hard and dry — won't melt down or load up with chips under fast, continuous sanding service. You'll save time too because RESINIZED SPEED-GRITS make constant cover changing a thing of the past. Let us prove it to you with a demonstration.

Write for your copy
The "ABRASIVE GUIDE FOR FLOOR SANDING PRODUCTS" is full of handy information, net prices, etc. Address Dept. AB-8.

Behr-Manning Corp., Troy, N. Y. Export: Norton Behr-Manning Overseas Inc., New Rochelle, N. Y., U. S. A. Canada: Behr-Manning (Canada) Ltd., Brantford, Ontario.

BEHR-MANNING
division of NORTON Company
COATED ABRASIVES ▲ SHARPENING STONES ▲ PRESSURE SENSITIVE TAPES

"Room-for-Improvement" contest kit for dealers offers such items as this poster with attached "send for free entry blank" coupons.

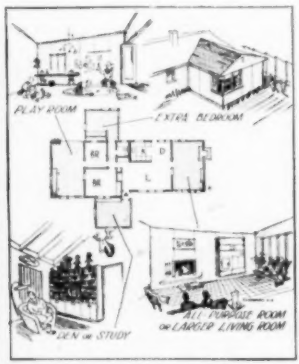
Remodeling Market Target of $20,000 Plywood Contest

The increasingly important remodeling market is the target of a $20,000 consumer contest announced by West Coast plywood manufacturers. O. Harry Schrader, managing director of the Douglas Fir Plywood Association, said the "Room-for-Improvement" competition "may well be the biggest single remodeling promotion ever attempted."

According to the rules, any home owner (including builders and dealers) is eligible to win cash. Top prize is $3,000, plus free plans by a leading architect in the area. A bonus of $1,000 is paid if the remodeling job is completed within a year. There are 46 cash prizes in four classifications —for farm and non-farm homes in both interior remodeling and addition of floor space.

"The idea," Schrader said, "is that prospects sell themselves on remodeling when they enter. The contest is planned to lead home owners into

(Continued on page 198)



Contest publicity material includes these "remodel out" suggestions by Victor Steinbrueck, A.I.A.

modern homes open wide to let *outdoors in...*

all sliding doors will do this

but be sure the sliding doors you specify will also shut the *outdoors out!*

count on *glide* for this

you can be sure when you *specify*

glide WINDOWS, INC.
ALUMINUM WINDOWS AND DOORS with the sideway slide

7463 Varna Ave., North Hollywood, California

The *only* horizontal sliding unit to pass the rigid Air Infiltration test for the Aluminum Window Manufacturers Association.

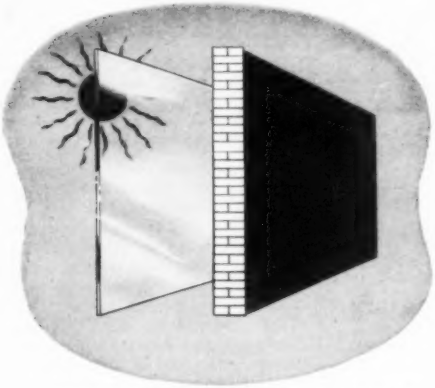
Glide Windows and Doors are precision-built of finest extruded aluminum, completely weather stripped with resilient stainless steel, and polished to a fine satin finish... Also available for duo-glazing.

FOR THE COMPLETE STORY OF GLIDE SUPERIORITY write today for 22 page brochure of architectural details and specifications.

FACTS YOU SHOULD KNOW ABOUT THE

insulating value

OF PITTSBURGH CORNING GLASS BLOCKS



QUESTION . . . What product can we install which has the insulating values of masonry and the light-transmitting properties of glass?

ANSWER . . . Install PC Glass Blocks. The dry, dead-air space between the tightly sealed halves of these glass blocks provides them with better insulating qualities than an 8-inch brick wall; more than twice the insulating value of ordinary windows. Made of clear glass, PC Glass Blocks admit floods of natural daylight into the home.

● Because PC Glass Blocks are made of two pieces of formed glass, fused together and enclosing a partial vacuum, their insulating value is better than that of an eight-inch brick wall; they offer more than twice the insulating value of ordinary single-glazed windows.

To you, the builder, this means that you have a product whose demonstrable advantages will make your selling task easier. For you can prove the plus value you offer in new homes — the better workmanship in remodeling jobs—in the greater comfort provided by PC Glass Blocks; in the reduced heating and air-conditioning costs their unusual insulating value makes possible. And what is highly important to you, the ease of installing PC Glass Blocks and their immediate availability cut on-the-job time, as well as labor and material costs.

It will pay you to consider PC Glass Blocks in all your new building and modernization work. They're much in demand for cellar and garage windows; at stairwells, around entrances; as shower stalls and room partitions. Meanwhile, fill in and return the coupon for our free booklet which illustrates and describes the many applications of PC Glass Blocks in homes of all kinds.

Other Facts: PC Glass Blocks cut cleaning costs; admit abundant daylight; assure privacy; add to the architectural appeal of any style home.

Mail this coupon for FREE booklet . . . *Now!*

PITTSBURGH PC CORNING ®

Pittsburgh Corning Corporation
Dept. B-62, 307 Fourth Avenue
Pittsburgh 22, Pa.

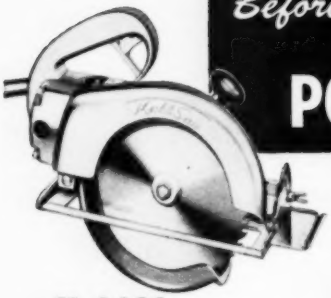
Please send me a copy of your FREE booklet, "More Light, More Beauty, More Comfort in Your Home."

Name.....

Address.....

City.....State.....

PITTSBURGH CORNING CORPORATION • PITTSBURGH 22, PA.



Before You Buy Any
PORTABLE
POWER SAW

Check For All These Features To Make Your Work
EASIER, FASTER More ACCURATE...

Model 86 MALLSAW Gives You All These Performance Advantages:

- Easy to Use in Either Hand
- Handy on Ladders, Scaffolds, Roofs
- Readily Adapts to Cut Any Materials
- Powered by Heavy-Duty, Universal Motor

Expect years of dependable, trouble-free service from a Model 86 MALLSAW . . . a light-weight but powerful tool that speeds any sawing job. Supplied with 8½" dia. combination blade, cord, lubricant, wrench — all in handy metal carrying case. Extra blades available for dadoing; grooving tile, concrete; cutting light metals. Choose and use this handy MALLSAW — a quality tool, through and through!

See Your Nearest MALL Dealer — Or Mail Coupon for Latest Catalog.

Mall TOOL COMPANY
7737 S. Chicago Avenue
Chicago 19, Illinois

VULCAN

FIN-TUBE RADIATION
Smooth Heating Comfort in homes, apartment houses, schools, commercial and industrial type buildings.

IS ECONOMICAL FROM THE START
because it's EASY TO INSTALL

Vulcan Baseboard RADI-VECTOR

With Vulcan fin-tube radiation less piping is required and fewer fittings. Fins imbedded in pressure tube extend the heating surface without proportionally increasing the size of the heating unit.

Available cut to length in increments of 1' to 12'. Ends are threaded, or chamfered for welding. For the complete story on Vulcan send for illustrated Bulletins.

Representatives in Principal Cities.

In the "long run" it's cheaper

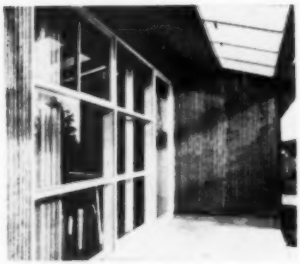
Over Twenty-Five Years A Leader in Fin-Tube Radiation

The VULCAN RADIATOR COMPANY
21 FRANCIS AVENUE HARTFORD, CONNECTICUT

Asbestos-Cement Siding Has Color and Pattern

Both color and pattern have been incorporated into a large asbestos-cement siding sheet, "Colorbestos," recently developed by Johns-Manville.

A random-ribbed pattern gives the new board, when seen from a distance, the appearance of a deep texture. Actually, it is smooth. It is produced in seven colors.



Random-ribbed pattern is feature of new Johns-Manville asbestos-cement siding. Material was first shown on this house designed and built by Levitt and Sons for its Landia community on Long Island

The size—32 by 96 inches—is designed to speed application. Applied vertically, the width covers two stud spaces. Each sheet has pre-punched nail holes arranged down the two long sides and the center; nails are driven directly into the studs regardless of the type of sheathing. One man can handle a sheet by picking it up at the mid-point.

As a rule, the sheets are erected with butted vertical joints. Horizontal joints are usually lapped. By using a "Z" flashing, however, a butted horizontal joint is possible. Exterior corners are usually finished with small wood or metal angle mouldings.

(Continued from page 196)

such projects and into the offices of builders who do remodeling work."

Actual entries consist of two simple statements by the home owner describing what he wants and how he would do it. Then he draws a simple sketch on his floor plan indicating what changes he would like to make.

The industry is advertising the contest in national home and farm magazines, by direct mail, and with a big publicity campaign, Schrader said.

The association is furnishing dealer kits as a local promotional tool. These provide information about the competition, and facilitate distribution of entry blanks. The kit may be obtained from plywood distributors or the Douglas Fir Plywood Association, Tacoma 2, Wash.

new IDEAS for the homes you plan

...doors that decorate!

IDEAS —for new, appealing ways to color-style home interiors, using paneled doors of Ponderosa Pine

IDEAS —for making small rooms look larger with decorated doors

IDEAS —for creating new interest and personality in individual rooms

IDEAS —for using color to make home exteriors more inviting

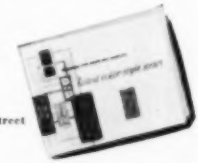
IDEAS —new ways to use Dutch, mirror and louver doors—and many more!

There's something *new* in color styling today—a way of making homes more attractive, more inviting to prospective owners. You do it with decorated doors of Ponderosa Pine—paneled doors that bring new and exciting interest to modern, ranch type or traditional homes. For leading decorators—home magazine editors—and color stylists have discovered almost unlimited possibilities in these satin-smooth paneled doors for expressing the modern trend toward the use of more color.

The whole story of this new trend is told in a full-color, profusely illustrated idea book soon to come off the press.

Ordinarily, we would not offer this book to builders and architects, because it was prepared primarily for consumers. However, its subject is so important—the ideas it contains so new and vital—that we think you should have a copy. Reserve yours now—mail the coupon!

Here's your reservation for this new booklet!



Ponderosa Pine Woodwork
Dept. VAB-6, 38 South Dearborn Street
Chicago 3, Illinois

Gentlemen:

Please reserve a copy of your new book, "Latest Color Style News" for me—and send it to me without cost or obligation.

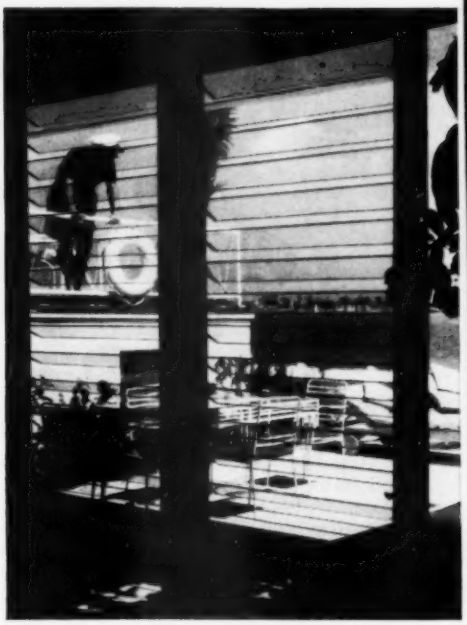
Name.....

Address.....

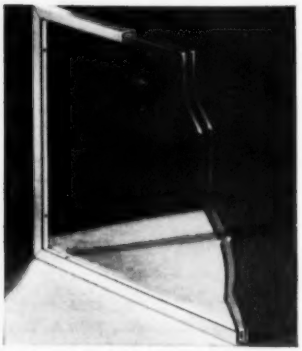
City.....*Zone*.....*State*.....

Ponderosa Pine
WOODWORK

A PICTURE WINDOW is a feature that's demanded by the modern homemaker. When Twindow, Pittsburgh's popular window with built-in insulation is supplied, you know that you're installing the best possible unit. And when the exterior pane of this double-glazed window is Solex—"the best glass under the sun"—you provide even more value. For Solex reduces glare, keeps interiors 10 to 20 degrees cooler, cuts down fading and bleaching of upholstery, draperies, rugs.



ALL OVER the country, jalousies are gaining in popularity. Pittsburgh Polished Plate Glass is extensively used for such windows. And on southern and western exposures, Pittsburgh's Solex Heat-Absorbing Glass is ideal. Architect: Wahl Snyder, Miami, Fla.

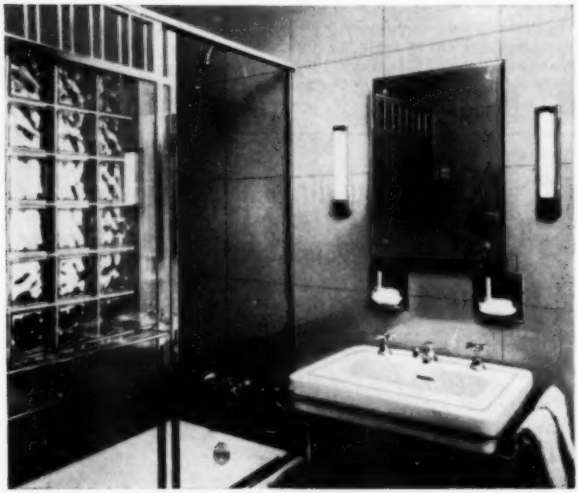


TWINDOW "has the edge"—in its advantages, as well as in its safe and easy handling and installing. The stainless steel frame protects the seal and glass edges. Twindow is made up of two panes of Pittsburgh Polished Plate Glass. Forty-seven standard units are available to fit the standard wood, steel and aluminum sash made by leading sash manufacturers.

In "a-hundred-and-one" different ways—

Pittsburgh Glass can help you!

FULL-LENGTH DOOR MIRRORS are a "must" in every home. When you tell householders that you are installing Pittsburgh Full-Length Door Mirrors, they'll know that they're getting the best possible value—in quality and good looks. Pittsburgh Door Mirrors are really full-length—68 inches high and 16, 18, 20, 22 or 24 inches wide. These five sizes fit more than 90% of all interior millwork doors. They are easily installed.



A SURE WAY to give homes that "luxury look" is to install a bathroom like this one—utilizing Carrara, "the quality structural glass," as your wall material. Carrara Glass is a good investment on the part of the home owner in greater beauty. It's a permanent material; doesn't craze, check, stain or discolor with age. A damp cloth is all that's needed to keep it sparkling always. People will go for that fine Plate Glass shower enclosure, too. And the panel of Pittsburgh Corning Glass Blocks adds lots of appeal. It admits floods of daylight, yet assures complete privacy, because these glass blocks are non-transparent.

A little extra glass means a lot of extra charm and buy-appeal, regardless of the style or price range of the homes you build or remodel.

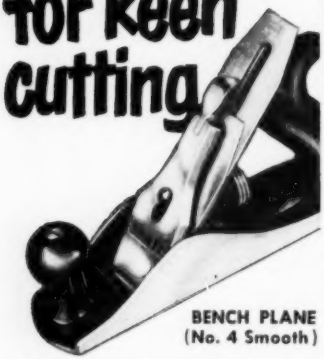
Build it better with **Pittsburgh Glass**

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

for keen cutting



BENCH PLANE (No. 4 Smooth)

Favorites of woodworkers everywhere. Adjustable for coarse or fine shaving. A complete line—all sizes of Smooth, Jack, Fore and Jointer Planes—iron bodies with rosewood knobs and handles, smooth or corrugated bottoms. Well balanced.

for fast accuracy

"Green End" EXTENSION "ZIG-ZAG" RULE No. X226

The most versatile folding rule on the market! Reads four ways—on inside measurements using slide, entire reading is centered at one point—no chance for errors; may also be used as ordinary extension rule for inside measurements, and as a regular rule reading from either end. Has all the famous "Green Ends" features.

work with these Stanley Tools

Like all Stanley Tools those shown here are designed to help you do a better job . . . faster, easier. Your dealer carries the complete line—look for the famous STANLEY trade mark.

Stanley Tools • New Britain, Connecticut
THE TOOL BOX OF THE WORLD

STANLEY
Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Methods of Insulating Masonry Walls with Vermiculite Concrete

A vapor barrier should always be installed in cavity wall construction, whether the wall is later plastered or not. This can be done easily by applying asphalt paint with a brush or spray.

Three or four courses of the inside wythe are laid up first, and the vapor barrier is applied to the cavity side of this wythe. The outside wythe is then laid to the same level. As soon as the mortar used in laying up the blocks has become thoroughly set, the vermiculite concrete is placed and rodded into the cavity, and the necessary wall ties are placed.

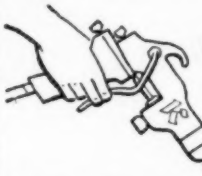
By placing the vermiculite concrete in the wall as every three or four courses are laid up, droppings of masonry cement are distributed inside the cavity, which avoids partially filling the bottom of the wall with mortar of high conductivity.

Structural Clay Products Institute literature shows the heat transmission and resistance values of single unit walls, uninsulated cavity walls, and cavity walls filled with 2½ inches of vermiculite insulating concrete as follows:

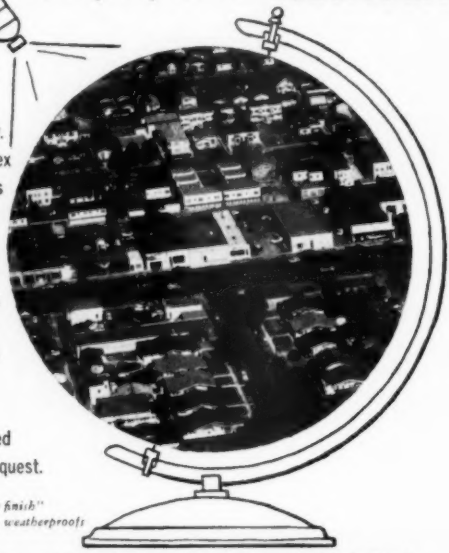
		2½" Air Space Only	2½" Vermiculite Concrete
8" Single Unit	U	0.32	
	R	3.13	
10" Tile Cavity	U	0.25	0.12
	R	3.99	8.48
10" Brick and Tile Cavity	U	0.30	0.125
	R	3.28	8.00
14" Tile Cavity	U	0.20	0.10
	R	5.04	9.53
14" Brick and Tile Cavity	U	0.22	0.11
	R	4.48	8.97

Single unit concrete block walls can be insulated by filling the cores of the blocks with 1:16 vermiculite concrete. Because of the conductance through the solid portion of the block, this wall does not provide as much insulation as the double cavity wall, but does furnish approximately twice as much insulation value as the wall with the cores left open, regardless of the type of aggregate used in making the blocks.

The newest development in vermiculite concrete insulation for masonry walls is air placement. This is proving very useful in existing buildings where moisture has become a problem, because the insulation can be applied with a gun to the inside wall. A finish coat of sand concrete is then blown on to form a durable liner that has a fair amount of vapor resistance because of its density.



every building in your town is a prospect for **Kenitex**



The proudest industrial names in our country insist on Kenitex quality. Laboratory-tested Kenitex has satisfied thousands of home owners from coast to coast. Kenitex dependability means greater profits for you. Proven sales aids insure a successful sales program. A few territories are still open for qualified dealers. Details on request.

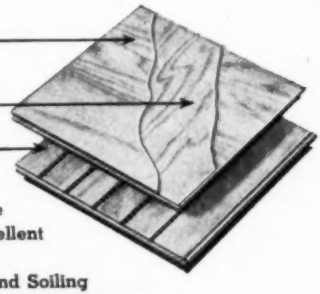
"the magical exterior finish" beautifies, insulates, weatherproofs

Kenitex CORP., 854 So. Robertson Blvd., Los Angeles 35, California

HARDWOOD FLOORING from *Higgins*

WORLD-FAMOUS BOAT BUILDERS

There's a lot behind the rich beauty of Higgins Bonded Hardwood Block Flooring that doesn't meet the eye — features that give you a decided advantage on any quality hardwood flooring job.



- Lifetime Beauty
- Rot Proof • Termite Proof • Water Repellent
- Climate Proof
- Resists Abrasion and Soiling
- Ideal for Radiant Heat Installations

1. You buy Higgins Hardwood Blocks by NET measurement—each one precision cut to 9" x 9" face. No dimensional loss allowance to make for tongues and grooves.

2. You install Higgins Blocks quickly and easily over steel, concrete, or any type subflooring. Can be laid in adhesive—or blind nailed.

3. No "lefts" or "rights" to slow you down; pick any Higgins block at random, and it fits. No waste by splitting when blind nailed; tongues are integral part of block, cross-grain-reinforced.

4. Blocks come with final luxury finish—no on-the-job finishing. Housewives like the easy, low-cost maintenance of a Higgins floor. These are just a few of the many profit features.

MAIL THIS COUPON FOR SAMPLE BLOCK AND LITERATURE

Higgins, Incorporated
Dept. A-6
New Orleans, Louisiana

Gentlemen: Please send sample of Higgins Bonded Hardwood Flooring block, together with detailed literature.

Firm Name _____
Address _____
City _____ Zone _____ State _____
Your Name _____

Higgins
INCORPORATED NEW ORLEANS

BONDED HARDWOOD BLOCK FLOORING

REMOVES *Twice* AS MUCH STOCK!

DUSTLESS BELT SANDER

DOUBLE Cutting Efficiency! Here's proof! Porter-Cable engineers weighed two fir planks measuring 2" x 12" x 18". The new 3" Dustless 503 was placed on one. On the other, an ordinary belt sander of equal weight and belt size. Both had new #50 Garnet belts—both platens rested entirely on the planks. The only pressure was the sanders' own weight. Both machines were run one-half hour. Planks were again weighed. The Dustless 503 had removed *twice as much stock!*

Here's the reason. The 503's powerful vacuum system picks up more than 85% of the sawdust! There's far less clogging of the belt . . . far more abrasive grits left exposed. And that means *faster* cutting—*cleaner* cutting—more *efficient cutting that actually removes twice as much stock!*

Another point. The 503 operates at lower belt speed. Slower speed and cleaner belt means no excessive heat to burn the work . . . just cool, even sanding for finer finishing.

More features you'll like. A shorter, heavier jackshaft that preserves the worm gear alignment . . . the oil level window that tells when gears need oiling . . . the leak-proof filler cap that makes lubricating a cinch.

Compare the 503! You'll quickly see why it's far more efficient—far more a better buy—than ordinary belt sanders. Get a convincing demonstration at your Speedmatic Dealer's.

WANT ALL THE FACTS? ? MAIL COUPON TODAY!

PORTER-CABLE Machine Co.
7106 N. Saline St., Syracuse 8, N. Y.

Please rush full details on the new Speedmatic 503 Dustless Sander. Also send name of nearest dealer so I can compare its outstanding features.

Name .....

Address .....

City ..... State .....

Manufacturers of SPEEDMATIC and GUILD Electric Tools
In Canada write: Strongridge, Ltd., London, Ont.

Two New Devices Permit Wide Roof Truss Spacing

The Housing Research Foundation of the Southwest Research Institute has announced two new developments which, it is claimed, make possible roof trusses spaced 48 inches apart instead of the usual 24 inches.

One of these developments is an incombustible acoustical tile ceiling system worked out by Owens-Corning Fiberglas Corporation. Supported by concealed T-splines which will

Suspended acoustical tile ceiling system easily spans four feet, through support by concealed T-splines

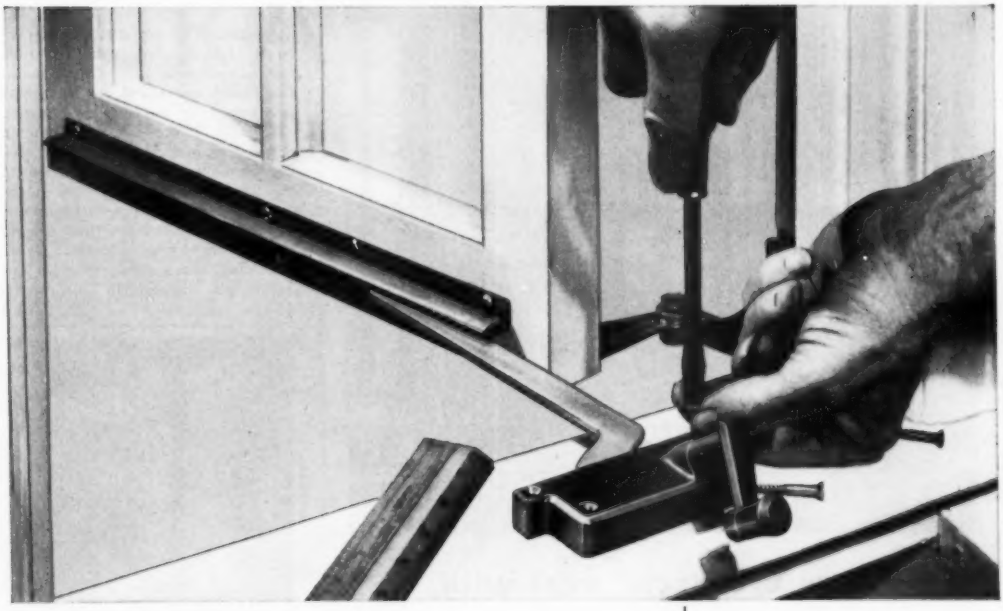
easily span four feet, this new ceiling also reduces noise transmission in small houses with open planning. Its cost is moderate and is "more than offset" by the elimination which it makes possible of half of the roof trusses usually required, states the Housing Foundation.

The second device is a small metal H-clip which ties the two horizontal edges of plywood roof sheathing to-

Metal H-clips tie the two horizontal edges of plywood roof sheathing together, make possible trusses spaced 48 inches. These clips are made from galvanized sheet metal 52/1000 of an inch thick. They are ¾-inch in depth and each of the "lugs" is ¾-inch square. The Stone Co. of Dallas, Texas, makes one design

gether between the trusses and distributes any concentrated load so that the adjacent sheathing boards work as a unit. Tests conducted by the Foundation have demonstrated

(*Continued on page 206*)



ASK ABOUT THE CASEMENT OPERATORS WHILE YOU'RE THERE

On many of your general remodeling and repairing jobs, you'll discover casement windows that are crying for help. Many have obsolete stay bars, while others are equipped with faulty operators or no operators at all.

You can remedy that situation quickly and profitably by recommending and installing GETTY operators. Just 2 measurements, 6 screws—and each casement window is equipped with a handsome new GETTY operator!

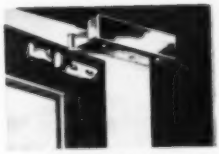
Anticipating this customer-need represents far more than builder salesmanship. It represents builder service too. And it will be appreciated through the years and years of trouble-free service provided by the GETTY operators you had the foresight to install.

H. S. GETTY & Co., Inc.

3348 NORTH 10TH STREET • PHILADELPHIA 40, PA.

GETTY OPERATORS ARE USED ON MORE CASEMENT WINDOWS THAN ALL OTHER OPERATORS COMBINED.

RELATED GETTY PRODUCTS



AUTOMATIC CLOSER 4649

Pulls the top of the casement sash snugly against the frame. Prevents warping, assures all-around tight contact. Easily installed—4 screws; no mortising required.

EXTENSION HINGE 2529

By means of flange type leaf it offers a firm corner support for the sash. By providing a 4" sash clearance, it assures maximum ventilation and permits cleaning of the outside casement from inside the room.

Open prospects' eyes with TRANSLUCENT WALLS

It's the kind of extra touch that builds up values in the prospect's mind —right from first glance. It says that your home is different.

And it is so simple and inexpensive to do.

Where you want to flood a room with daylight, but the view is not attractive—put in a wall of Blue Ridge *Patterned Glass*. This translucent glass obscures vision and provides privacy.

When you want to decorate two rooms at once and pass light from one room to another, put a partition of patterned glass between them.

The cost is small—the extra value it puts in houses is great. Get an estimate on the glass from your L·O·F Distributor or Dealer. Add your estimate for framing. Subtract what you'd pay for studding, plaster, paper and paint in the same area.

Try Blue Ridge *Patterned Glass* in your houses and listen to the favorable comments. You'll see how it works. There are more than 20 patterns to choose from—in several attractive finishes. Your L·O·F Glass Distributor or Dealer can show you samples.

Free Book of Ideas. 16 pages, illustrating many attractive uses of this glass in homes. Mail the coupon.

Libbey·Owens·Ford Glass Company
Patterned & Wire Glass Sales
B-162 Nicholas Building, Toledo 3, Ohio

Please send me my free copy of "New Adventures in Decorating"

Name (please print)_____

Address_____

City_____ State_____

BLUE RIDGE
Patterned GLASS

(*Continued from page 204*)

the satisfactory performance of plywood sheathing applied to roof trusses spaced 48 inches apart using this H-clip inserted in the horizontal joints midway between the trusses.

With an imposed load of 30 pounds per square foot, the total joint deflection midway between the supporting trusses amounted to only $^{3}/_{16}$ of an inch. Thus "weaving" of horizontal joints is eliminated and the 4-foot spacing of trusses becomes a real possibility, when combined with the lightweight acoustical tile ceiling system.

SOFT, INDIRECT LIGHTING for this foyer is provided by one 100-watt fluorescent lighting strip, set in wooden frame. Light falls on flanking walls, is reflected back into room for general illumination. Fixture was designed by Sylvania Electric Products Inc.

Burritt Co. is "Brand Name Retailer of Year"

The Brand Names Foundation's choice for 1951 "Brand Name Retailer of the Year" in the building materials industry was the A. W. Burritt Co. of Bridgeport, Conn. The award was one of 20, each in a different field of retailing, made by the foundation at a recent "Brand Names Day" dinner in New York City. The Burritt plaque was accepted by Arthur Clifford, vice president.

Awarded "certificates of distinction" in the building materials field were Richards & Krueger Co., New Braunfels, Texas; South Bend Lumber Co., South Bend, Ind.; Charlottesville Lumber Co., Charlottesville, Va.; and John Schroeder Lumber & Supply Co., Milwaukee, Wis.

The foundation said the awards were made for "National Leadership during 1951 in the presentation and distribution of manufacturer-trademarked products, and for distinguished accomplishment in interpreting to the public the consumer benefits of the brand competitive system."

CRANE
chore-center kitchen

"Open House." Space flows together in one unified work-area—a functional, labor-saving heart of the house. Freezer, refrigerator, range, sink, clothes washer, laundry tubs, ironer, sewing machine are all gathered here, built-in for better appearance and usefulness. See details in Crane's "Sketchbook of Ideas."

An unusual idea combining facilities in one work-saving room

The basic idea here is simply this: A kitchen today can be a step-saver where a housewife can do all her chores—sew, wash, and iron as well as store food and prepare meals.

This Chore-Center kitchen is one of forty-eight rooms in the new Crane "Sketchbook of Ideas," one of the key features of Crane's new service to builders. You can use this remarkable book to help your prospective customers visualize and select new arrangements for kitchens, bathrooms, and utility rooms.

If you want further information on any of the rooms in the book, we can provide data including suggestions for room arrangements and decorating that will help to relieve you of much time-consuming detail work.

Ask your Crane Branch or Crane Wholesaler how you can take advantage of this opportunity.

COME TO CRANE FOR IDEAS

CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5

VALVES • FITTINGS • PIPE
PLUMBING AND HEATING

SYMONS FORMS

BUILD BETTER WALLS at LOW COST

A FINE JOB—A smooth POURED WALL is better looking, strong and waterproof.

A LOW COST JOB—The SYMONS FORMING SYSTEM cuts *labor* costs and *form* costs in half and cuts out all repair and maintenance costs.

ASK FOR ESTIMATE—You may rent, buy, or build your own SYMONS FORMS. Rentals apply on the purchase price. Send in plans for a free form layout and job cost sheet.

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Kindly send information regarding Symons Forms.

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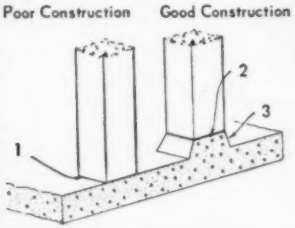
The Problem of Decay in Pillars and Porches

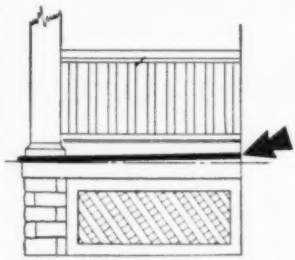
Porch columns, sills and wood pillars resting on other building materials such as concrete or masonry frequently collect water at the point of contact. They stay wet for long periods and eventually decay. To prevent this, raise basement pillars on



Water gets under basement pillar (1) causing decay hazard. Undersurface (2), treated with preservative, pillar raised on concrete (3) reduce likelihood of decay.

concrete bases and use lumber treated with preservatives under pressure, or use heartwood of a wood species resistant to decay. If pressure-treated lumber is unavailable, dip the base of porch columns and basement pillars in a preservative solution for at least three minutes.

Porch flooring should have a slight pitch to allow water to drain quickly. Porch framing should have enough openings at the bottom to permit rain and melting snow to run off. Best



Porch flooring should have a slight pitch, open construction underneath to provide good air circulation

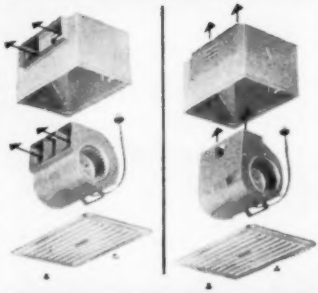
protection in these locations is obtained with pressure-treated wood. If preserved wood is not used, paint or brush the tongue-and-groove of each floor board with a preservative before installation.

Porch steps and skirting should be set on concrete blocks or otherwise raised at least two inches off the ground. The bottom boards of porches and outside steps should be of pre-

(*Continued on page 210*)

The Best IN KITCHEN VENTILATION

EXCLUSIVE IN *TRADE-WIND* VENTILATORS



INTERCHANGEABLE DISCHARGE

On-the-job interchangeability of the discharge opening on TRADE-WIND ventilators provides 3 outstanding advantages. This is a patented TRADE-WIND feature which eliminates all extra parts.

1. The unit can be placed in the *best* location irrespective of direction of discharge.
2. The installer arranges the direction of discharge on the job in a matter of minutes. Saves time for him.
3. You only have to specify the model . . . and the dealer can supply it without doubling up his stock to be sure he has the proper discharge arrangement.

You can always count on TRADE-WIND for performance, quality and convenience.

The only ventilator that gives you

- Centrifugal Blowers
- Isolated Motor
- Dripless Grille
- Easier Installation
- Interchangeable Horizontal and Vertical Discharge
- Five-year Guarantee

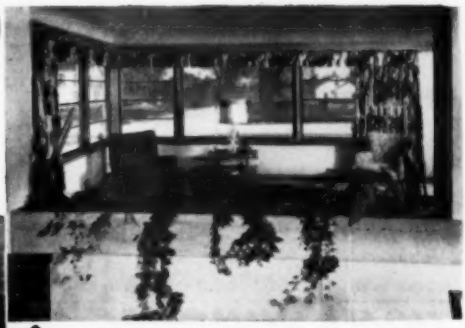
PRICE OFFERS AN INDUCEMENT BUT QUALITY OFFERS A REASON

TRADE-WIND MOTORFANS, INC.

5705 S. Main St., Los Angeles 37, Calif.

you can spell *Selection* with a capital "S"!

Double-hung window units—window walls—fixed sash—casements—windows for attics and basements—they're all in the broad Curtis Silentite line. Here is the wide selection that simplifies your planning and building—creates harmonious fenestration for any architectural style—while it provides *extra* window value for the home owner. Silentite wood window units save time and labor on the job—insure lasting satisfaction.



In every region of the country, Curtis Silentite double-hung window units have proved their superior weather-tightness—their ability to operate easily under changing conditions of humidity, temperature and precipitation. For no other double-hung window has the Silentite "floating" side weather strips—special patented weather-stripping at head, meeting rail and sill.

Here you see the wide selection—the fine proportions—the real window beauty which Curtis Silentite units add to a home. Note the pleasing effect achieved by combining Curtis Silentite picture windows, double-hung units and casements. Arrangements like this are easy with Silentite windows. Several sash styles available.

Silentite casement-units are the result of long years of research to provide a casement that is truly weathertight—free from rattling and sticking. Tests show that Silentite casements can save as much as 16% of the yearly fuel bill in a home. These casements come as complete units with all parts machined and prefitted; carton-packed, including all operating hardware. Prefit screens and insulating glass are available. Several sash styles.

THE CURTIS WOODWORK SILENTITE PRE-FIT the "Insulated" window

Curtis makes a complete line of architectural woodwork and Silentite windows for homes of all types and sizes. Make your next house "all Curtis."

Curtis Companies Service Bureau
AB-6 Curtis Building
Clinton, Iowa

Gentlemen:
I want to know more about Curtis Silentite Windows. Please send free window booklet. I am ☐ architect, ☐ contractor, ☐ prospective home builder, ☐ student. (Please check above.)

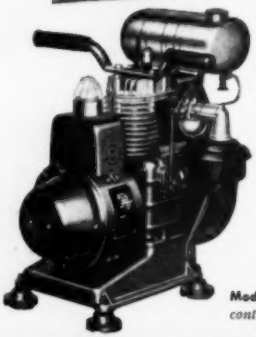
Name.....

Address.....

City.....*State*.....

KOHLER ELECTRIC PLANTS

Independent Source of Electricity



The job moves faster

PORTABLE electricity eliminates expense and bother of temporary power line hook-ups. Low cost model operates saws, pipe threaders, cutters, electric drills, other tools having universal (AC-DC) motors. Develops 1500 watts. Compact, weighs only 75 lbs. Handles for carrying. Two-wheel, rubber-tired hand truck available. Other sizes, 350 watts to 15 KW. Write for folder 9-E.

Model 1.5M5, *1500 watts, 115 volt DC. Manual control. Length 18", width 14", height 21".*

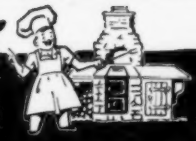
Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

HOME BUILDERS-

Masonry fits easily around this metal Outdoor Fireplace



You add a lot of "sell" for only a little "extra" with an OUTDOOR COOK-NOOK

DESIRABLE AS TODAY'S KITCHENS

Modern cooking conveniences have made many Americans "kitchen conscious." This interest generates desire also for backyard barbecue facilities. So, the Outdoor Fireplace, like the appliance-equipped kitchen, quickly attracts home buyers and tenants.

Builders are proving this from coast to coast. The Outdoor Cook-Nook is an added attraction in the plans of more and more homes. It offers *you* "extra" profits too!

A PLEASANT WAY TO PROFIT

You make home entertainment easy and meet a popular need with Outdoor Fireplaces. Also you save time and simplify design and construction by using all-metal units as shown above. Write for details.

Send for builders' book of Outdoor Fireplaces

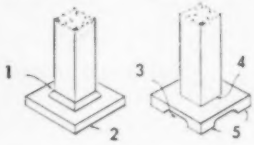
This 56-page book bulges with plans, specs, and tips on Outdoor Fireplace building. Sample copy FREE. Others 25c each.

The *Majestic* Co., 300-C Erie St., Huntington, Indiana

Typical Majestic Products Every Home Needs

Nationally Known and Advertised for Over 40 Years

Poor Construction Good Construction



Porch column moulding (1) which traps rain water, flat base without ventilation (2), increase decay hazard. Well-ventilated base (3), moulding omitted (4), base, bearing surface treated with preservative (5), reduce decay. If preservatives are not available, apply a coating of white lead or asphalt paint to the base of the column

Decay in Porches

(*Continued from page 208*)

served wood, or the heartwood of resistant species.

When untreated wood must be used in places of high decay hazard, the heartwood of decay-resistant species should be selected. The relative decay resistance of heartwood of various native woods when used under conditions favoring decay, sets up as follows:

In the *durable* class are: catalpa, cedar, chestnut, bald cypress, junipers, black locust, red mulberry, osage-orange, redwood, black walnut, and Pacific yew.

In the *intermediate* class are: Douglas fir, sweetgum (redgum), Western larch, chestnut oak, Eastern white pine, Southern yellow pine, tamarack, honey locust, white oak, dense Douglas fir, dense Southern yellow pine. The last four are almost as durable as those woods in the durable class.

The following are classed as *intermediate non-durable*: ash, beech, birch, hemlock, sugar maple, red oak, and spruce.

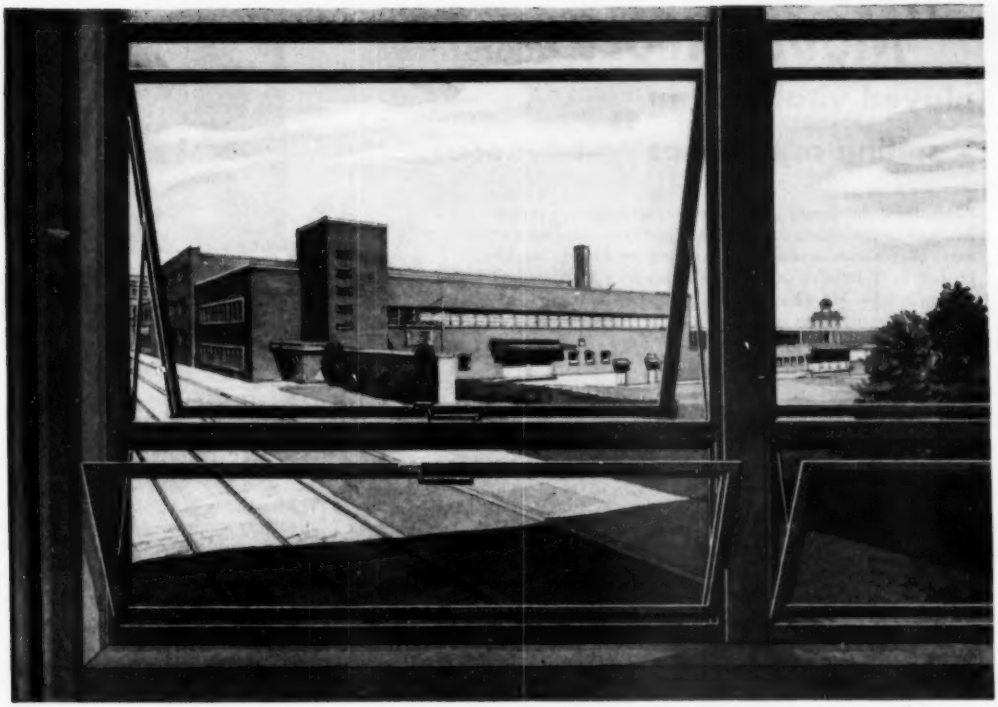
Non-durable are: aspen, basswood, cottonwood, balsam fir, and willow.

From "Wood Decay in Houses," State University of New York

Retail Lumber Stocks Down from 1951 Level

Total retail lumber stocks at the end of February 1952 were estimated to be 5,130 million board feet, an increase of 0.8 per cent over January 31, 1952, but a decrease of 5.2 per cent from February 28, 1951.

Total retail lumber sales during February 1952 showed an increase of 12.6 per cent over January 1952, but a decrease of 3.7 per cent from February of last year. The figures were supplied by the National Retail Lumber Dealers Association.



General Electric Appliance Office & Warehouse, Pittsburgh, Pa. Architect: Hunting, Larsen & Dunnells Inc. Contractor: O. H. Martin Company, Pittsburgh, Pa.

Years from now this GE Office-Warehouse will still have window appeal — it features Lupton Master Aluminum Windows with these tangible advantages:

special aluminum alloy frames and members that eliminate painting — drastically cut maintenance and repair bills . . .

efficient operating life through carefully fitted parts — manufacturing processes developed through forty years experience . . .

positive weather control through ventilators that fit snug and tight naturally, without forcing . . .

smooth trim lines that blend with any architectural scheme — windows become an integral design feature of the building.

You will find Lupton Master Aluminum and Steel Windows worth investigating — and using. Write today for the General Catalog, or see it in Sweet's — both give complete data for all types of Lupton Windows.

MICHAEL FLYNN MANUFACTURING CO.
700 East Godfrey Avenue, Philadelphia 24, Penna.

Member of the Metal Window Institute and Aluminum Window Manufacturers' Association

LUPTON
METAL WINDOWS

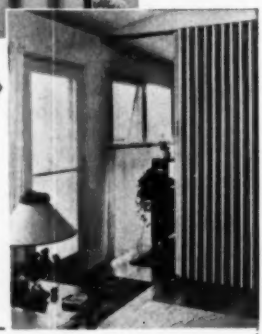
"MODERNFOLD doors played vital part in selling my houses" —Builder O. J. Eckert

" 'Modernfold' doors cost *no more* than ordinary doors because of the time and material they save. And as a sales extra they *played a vital part in selling my houses,"* says O. J. Eckert, builder of Urban Homes Inc., Portland, Oregon.

Notice how Mr. Eckert was able to put beds close to closets . . . still have room for a handy night stand . . . because "Modernfold" doors *fold back* rather than *swing out.*

Easy to Install . . . Complete

Steel-framed, vinyl-covered "Modernfold" doors go up in a hurry—save both labor and materials. No casing needed. No trimming, fitting, painting, or hardware. A few minutes' time and a few tools do the job.



USE "MODERNFOLD" DOORS as movable walls to increase flexibility of your basic plan . . . give your house greater sales appeal. Here a "Modernfold" door separates a den from a living room, when desired.

For full details check our distributor—under "doors" in your classified directory. Or clip coupon.

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NEW CASTLE PRODUCTS, *New Castle, Indiana*

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Modernfold Doors, 1315 Greene Avenue, Montreal

the doors that fold like an accordion

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New Castle Products
P. O. Box 835
New Castle, Indiana
Please send me full details on "Modernfold" doors.

Name.....

Address.....

City.....*County*.....*State*.....

IT'S DURBAHN'S NIGHT as he receives awards from Dr. Hobart H. Sommers (left), assistant superintendent of Chicago Public Schools, and Paul Royce (right), director of vocational education for Morton High School, Cicero, Ill

Star of Dealer TV Program Cited by Educational Group

A lumber dealer's television "star" who has been instructing and entertaining Chicago audiences for the past three years recently was cited for distinguished service in education.

He is Walter E. Durbahn whose program, "Walt's Workshop," sponsored by the Edward Hines Lumber Co., is designed to satisfy the urge of home owners and apartment dwellers to do practical odd jobs of building and repairing.

Durbahn's award came from the Illinois Vocational Association, made up of instructors in vocational arts in grade and high schools in the state. The presentation, on April 4, also marked the third anniversary of "Walt's Workshop"—said to be the longest run of any television show under one sponsor.

The program has also received awards and recognition from trade and consumer magazines, advertising groups, Boy Scouts and Chicago boys clubs. Durbahn, who is chairman of vocational education at Highland Park, Ill., High School, has published several books and articles on carpentry. He is also a member of the advisory committee for the Ford Motor Co. industrial arts awards.

Issue New Booklet on Western Pine

A new edition of the Western Pine Association consumer idea publication, "Enchanting Homes of Western Pines," is now available to dealers, builders and others in the field, the association has announced.

The new edition is a 24-page booklet containing 60 black and white, and eight color pictures, selected to illustrate home planning, remodeling,

H. BRAMMEIER, Jr.
FAMOUS COLLIER'S CARTOONIST

"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
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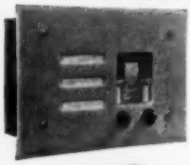
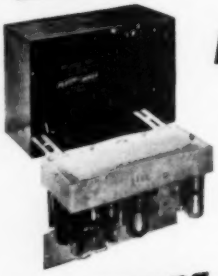
BUILT-IN RADIOS
WILL SELL YOUR HOMES!



- Fits in Standard 4" Partition
- Approved by Underwriters' Laboratories
- As easy to install as any Electrical Receptacle Outlet.



LOW COST!

Retail Price only $34.95 plus installation.

Special Trade Prices on Request

Panels Extra: Masonite $2.45. Plastic Colors $4.45.

Specifications on Request.
Territory franchises available
to qualified jobbers and dealers.

FLUSH WALL
RADIO COMPANY
Dept. AJ, 1012 Cleveland Street, Clearwater, Florida

Bosturick DIAMOND-MESH METAL LATH

MORE MESHES PER SHEET

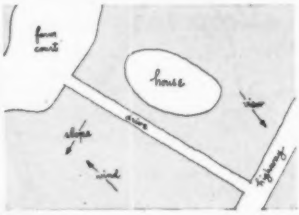
HOW TO GLAMORIZE YOUR HOUSE JOBS

• Use Bostwick metal lath, corner bead and casings . . . the same stuff we sell you for schools. Metal Lath has multiple uses: Straight or curved surfaces, tile setting, fire hazardous areas, reinforcement, two-inch solid partitions, etc. You also have fewer dimensional limitations with metal lath. So get in touch with your Bostwick Dealer. He has closer contact with his metal lath factory than does any other dealer. Or write for our "fall-line" catalog.

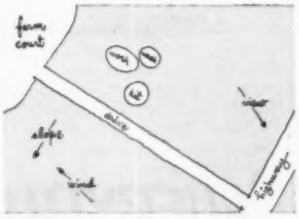
the Bosturick steel lath company
103 Heaton Ave. Niles, Ohio

How to Plan a House for a Farm

H. E. Wichers, extension specialist in rural architecture for the State College of Washington, has worked out this informal system for planning a new house or remodeling an old one on a farm, for the West Coast Lumbermens Association. He recommends using circles, not rectangles to build the plan. When you use rectangles you become involved in details affecting placement of furniture—details which should not be allowed to confuse you at this stage of the planning. Prevailing wind, highway, view, and slope of ground can't be changed; so arrange the house to make the best of them.



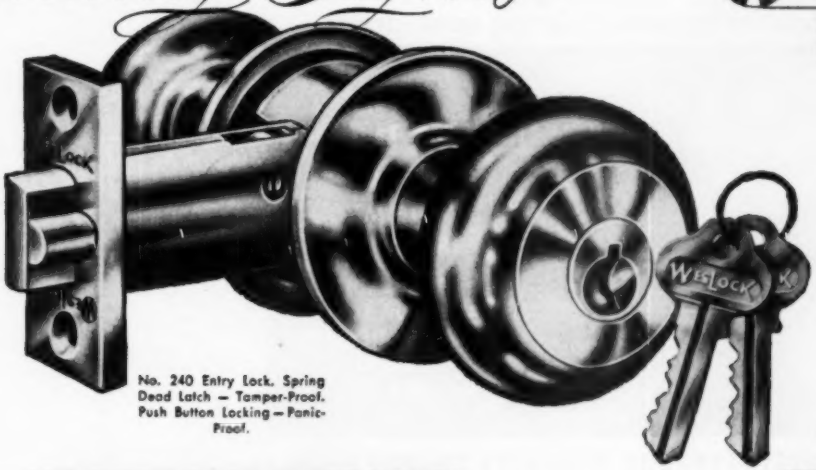
1. Spot the general location of the farm court a short distance from the highway. Then locate the site for the house between the farm court and the highway, so prevailing winds blow toward the barns. Connect farm court and the highway with a drive past the house. If possible, this drive should be lower than the house and should serve both house and court.



2. Suppose a view of the highway, drive and farm court is desired from the kitchen. Draw a circle to show where the kitchen goes. Keep to circles until the general arrangement is settled. After the kitchen is located, draw a circle for the work room—it should be a little closer to the barn than the kitchen is, yet near the kitchen and on the same level. Near the work room locate a wash room.

(*Continued on page 216*)

Smartly Styled



No. 240 Entry Lock. Spring Dead Latch — Tamper-Proof. Push Button Locking — Panic-Proof.

...FOR EVERY DOOR IN THE HOUSE

ACCEPTANCE of WESLOCKS by architects, builders and lending institutions for use on many of the nation's largest building projects is evidence of the outstanding values the line offers. For example, all WESLOCKS have an easy spring latch with a light spring for the bolt and heavy-tension knob return—a feature found only in the most expensive locks. Also, WESLOCKS have key-in-knob construction, 5-pin tumbler locking mechanism for maximum security, split spindle, independent knob operation, factory assembled units, self-aligning feature and a wide choice of handles, ornamental escutcheons and finishes.

Best of all, WESLOCKS are priced to meet the most modest budgets. Truly, they offer you the best hardware value at any price.

Send today for catalog.

Another WESLOCK installation
Park Forest, Illinois. Contains a total of 3,010 apartments, 5,000 homes, a shopping center and light industrial area.
living units are WESLOCK equipped.
Architects: Loebl, Schlossman & Bennett, Chicago, Ill.
Builder: American Community Builders, Inc. Chicago, Ill.
Hardware Contractor: Schoham Hardware Co., Chicago, Ill.

WESTWOOD MANUFACTURING CO.
P.O. Box 2261, Terminal Annex
Los Angeles 54, California

WESLOCKS

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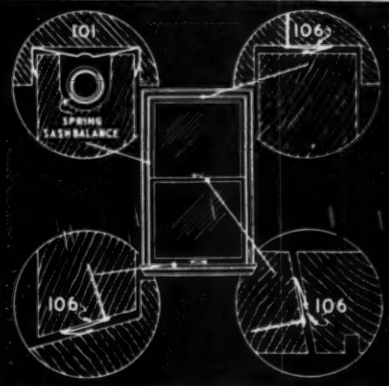
Triple Seal ®

PATENT NO. 2472580

COMBINATION SASH BALANCES and METAL WEATHERSTRIPPING



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AVAILABLE AT YOUR LOCAL LUMBER DEALER. YOU'LL LIKE IT!

THE WEATHERPROOF PRODUCTS CORPORATION

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SPECIFY

Evans

"WHITE-TAPE"

IN 6 FT. - 8 FT. OR 10 FT. LENGTHS

Quality features packed into every inch of this outstanding white tape:

the best WHITE TAPE made at the lowest price yet

Snow-white blade with bold, legible, jet-black numerals and graduations. Graduated in 32nds for first 6 inches.

Sturdy die-cast case heavily chrome-plated, calibrated for quick reading inside and outside measurements.

Blade ½" wide made of finest high carbon steel—tempered—Bonderized—enamelled—baked.

Blade replaceable in seconds—without tools—without even opening case. And Evans replacement blades cost far less.

Exclusive Evans automatic brake gives smoother push-pull action with absolutely no "creeping" of tape into case.

Underside is white too. Mark with ordinary pencil, remove mark with flick of thumb.

Every "Evans White-Tape" is unconditionally guaranteed.

Check these list prices:
10-ft. $1.49 8-ft. $1.19 6-ft. 98¢

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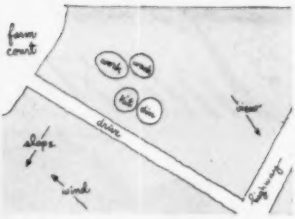
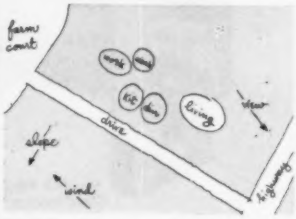
Prices higher in far west and Canada. Order from your tool distributor.

Makers of Evans Folding Rule and "The Folding Yardstick"

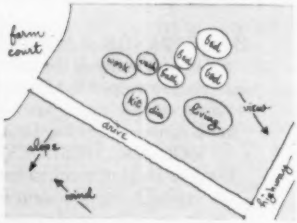
(*Continued from page 214*)



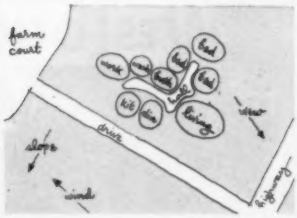
3. Put the dining room next to the kitchen, making sure it won't block the desired views from the kitchen.



4. Make a circle for the living room—probably the view will decide its location.



5. Locate the circles for the bedrooms and bath at the same time. Place them so that it isn't necessary to go through the living room to get to them. The bath should be accessible to any room in the house without having to go through another room. Don't block the living room view with this wing of the house.



6. Connect all rooms with a hall. The logical place for the front door is facing the drive. The back door should face the farm court.

(*Continued on page 218*)

You'll get more attic jobs with these fast-selling materials

Temlok Insulation Board has smooth, two-coat finish

With home owners getting more and more interested in adding extra rooms, you can get more attic-remodeling jobs by using Armstrong's Temlok® interior finish materials. With Temlok, you can give the home owner a faster, less expensive job.

Armstrong's exclusive Lok-Bevel Joint, on both Temlok Tile and Temlok Plank, cuts down installation time, levels the installation, and prevents free air passage through the joint.

All Temlok materials are lightweight and easy to handle. That means time and money saved for both you and the home owner.

Once installed, Temlok's attractively finished surface needs no further treatment. Temlok Tile, in both Light Ivory and Snow White, and Temlok Plank, in the new Suntan Blend shades of tan, offer the home owner a variety from which to choose.

Armstrong's Temlok Insulation Board, with its smooth, two-coat paint finish, is an ideal attic remodeling material. Its large size and insulation value make it a practical and popular material.

Mention these features to your remodeling prospects and you'll get more jobs. For full information about Armstrong's Temlok interior finish, ask your lumber dealer who handles Armstrong's Building Materials or write directly to the Armstrong Cork Company, 1606 Ross Street, Lancaster, Penna.

ARMSTRONG'S TEMLOK

STRAIGHT-LINE RECIPROCATING ACTION GUARANTEES SCRATCH-FREE FINISHES

14,400 SANDING STROKES PER MIN.

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EASY ONE-HAND OPERATION

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21 SQ. IN. SANDING SURFACE

MODEL 2000 PRICE INCLUDES— this all-steel carrying case—also 25 asst'd. abrasive sheets and a sheepskin polishing pad.

Contractors and builders find this powerful, fast cutting Dremel Sander the perfect answer to finer finishes on drywall joints, plaster, doors, woodwork, siding and other exterior surfaces. Its straight-line sanding action leaves no marks, swirls or cross-grain scratches. Light weight of only 5 lbs. and easy one-hand operation makes Model 2000 ideal for continuous use. Added stroke and extra power—plus 21 sq. in. of sanding surface—assure rapid production. Only 2 moving parts; never needs oiling; dustproof; overall size 3¼" x 4½" x 7"; uses 110-120 V., A.C. Fully guaranteed. *If your dealer cannot supply send order direct to factory.*

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AUTOMATIC *Oil* BURNERS

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For nearly half a century, Johnson Burners have pioneered the way to better oil-heating. Today, their leadership is recognized by Heating Engineers the world over.

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There's a size and type designed for *every heating need* . . . large or small . . . steam, hot-water or hot air. As a first step toward heating satisfaction, look up your nearby Johnson dealer.

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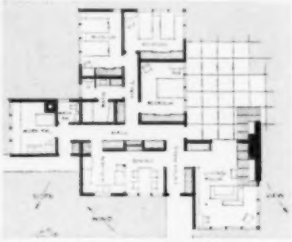
•

How to Plan a Farm House

(*Starts on page 214*)



7. An architect can draw several plans to fit any room arrangement, and exterior-type is a matter of personal taste.

New Termite Control For Builders

A termite-control product used by professional exterminators is now being prepared in package form for consumer use, which enables builders to termite-proof new homes as they are completed.

Name of the product is Arab U-Do-It Termite Control. Its producers, the Federal Chemical Co., Inc., of Indianapolis, said it is now being marketed nationally through lumber dealers.

Best time to apply termite control chemical is when foundations are put in place

The chemical, designed for the soil treatment method, is packaged in concentrated liquid form and used in the ratio of about one gallon to 100 gallons of tap water. It will prevent infestation by subterranean termites for many years, according to the manufacturers.

What's Your Building Problem?

Is it insulation? Condensation? Damp basements? Measuring rafters? Specifying electrical wiring requirements? Whatever it is, *American Builder* stands ready to serve you through the "Ask the Experts" department. Send your problems today to: "Ask the Experts," *American Builder*, 79 W. Monroe St., Chicago, 3, Ill.

NEW ANGEL Door

smart in style • weatherproof both sides identical

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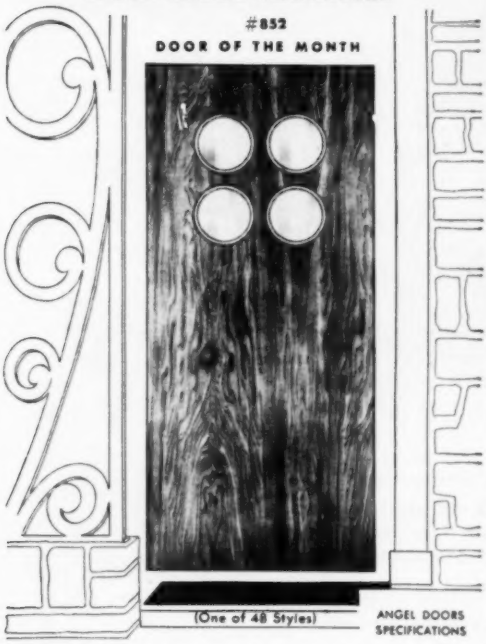
DOOR OF THE MONTH



(One of 48 Styles)

ANGEL DOORS SPECIFICATIONS

ANGEL—DOORS WITH SOLID-CORE CONSTRUCTION

What can you do with a line of exterior flush doors that has *48* styles to choose from? For modern "mansion", ranch house or colonial cottage. Quality guaranteed by the makers who have been master woodworkers for a quarter century. Angel Doors add value to your homes.

You'll like Angel exterior doors because they are strong, sturdy, solid-core, flush doors faced on both sides with beautifully grained unselected birch or fir of 3-ply exterior grade plywood. They hang better, look better, *are* better. Weather and warp resistant, they are bonded with water-resistant glue under high temperature and tremendous pressure. Each bears the Angel mark of quality on the edge.

- 48 Styles. Two Sizes: 2'8" and 3'0" x 6'8" x 1¾"
- Faced (both sides) exterior grade plywood, bonded under high heat and pressure
- Raised moldings on both sides around glass. (Use either side out)
- **Solid-Core** construction
- Water resistant
- Shipped unfinished in individual dust-proof cartons
- Nationally advertised and available through Lumber Dealers everywhere.

ANGEL NOVELTY CO. B-1
Fitchburg, Mass.

Please send descriptive folder and free lithographed sheet showing 48 door styles

Name_____

Street_____

City_____ Zone_____ State_____

ANGEL PRODUCTS

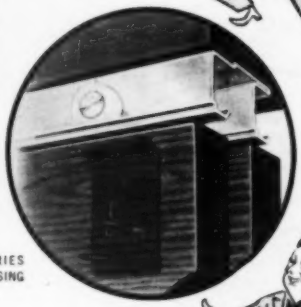
NEW-LOW COST-PACKAGED ROCKET 1000 SLIDING DOOR HARDWARE

4 Different Carriers!

—Rocket Hardware is available for all size doors — up to 50 lbs. per door. Carriers for top mount adjustable, top mount non-adjustable, side mount for ¾" doors and side mount for 1⅜" doors. Installation can be self facing —no trim required! Track painted to match room colors.

Priced for Quick Turnover!

Nylon Ball Bearing Rollers!

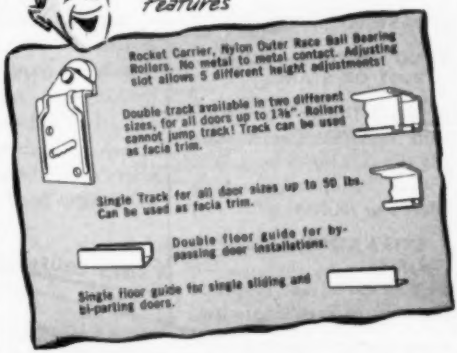


NO. 1040 SERIES ...FOR BY-PASSING 1⅜" DOORS.

Packaged

Hardware sets are packaged in bright red, customer-attracting tubes. Twelve sets to a carton. Labels are color-coded for easy and quick dealer identification!

A World of Features



The most complete, dynamic — "dealer-conscious" sales aid program ever, backs the Rocket in its flight to sales! Ad Mats, Broadsides, Stuffers, Specification Sheets, Window Streamers, Free Working Models and powerful National and Regional Advertising, climb on the ROCKET sales!

Send for complete information on Rocket Hardware!

GRANT PULLEY & HDWE. CO.

31-81 WHITESTONE PKWY. • FLUSHING, N. Y.

NEW TYPE SCREENS ADD

10 Plus Values!

NEW
ALUMINUM FRAMELESS TENSION SCREENS

1. **INCREASE SALES APPEAL** of homes, apartments, motels, cottages, etc.
2. **NEAT APPEARANCE . . . CONVENIENT**
3. **LOW COST—LONG LIFE**
4. **EASY TO INSTALL**
5. **EASY TO HANDLE**
6. **NO PAINTING—WON'T RUST OR STAIN**
7. **SEALS TIGHT** with exclusive free floating sill bar . . . assures snug fit at bottom . . . adjusts screen to uneven or off-level sill.
8. **EXTRA STRONG VERTICAL EDGES** are 5-strand selvage, of special flat wire, to keep edges taut.
9. **PATENTED TENSION CATCH** at sill holds Keystone Screen securely in place.
10. **EASILY REPLACED**

You can add a whale of a lot of sales-appeal to homes and apartments—*at low cost*—with Keystone Aluminum Tension Screens on all double-hung windows!

Saves 25 minutes per window in installation time. Easily installed—no heavy frames to cut or fit. No painting—no rust. A neat and attractive full-length, low-cost screen of outstanding *long life!* Users everywhere praise Keystone advantages! Send today for details!

SEND COUPON!

Keystone Wire Cloth Co.
Dept. F 16 Hanover, Pa.
Without obligation, send me complete details, prices and discounts on NEW profit-making Keystone Frameless Tension Screens.
Firm.....
Attn. of.....
Street.....
City.....State.....

Convention Highlights

(*Continued from page 36*)

The Mountain States group chose Lincoln F. Hanks of Salt Lake City as its new president. Hanks, vice president last year, succeeds Charles Bohrer of Pocatello, Idaho, who was named to a three-year term as director.

Completing the 1952 officer slate are Elmer Brown, Roy, Utah, and G. R. Wilkinson, Twin Falls, Idaho, vice presidents; and Melbourne Romney, Jr., Salt Lake City, secretary treasurer. C. W. Nortz is executive secretary.

Guest speakers included Governor Len Jordan of Idaho; Roy Wenzlick, St. Louis real estate analyst; Gates Ferguson of the Celotex Corp.; and Frank Lovejoy, Socony Vacuum Oil Co.

IOWA

A total attendance of 2,593 was reported by the Iowa Retail Lumbermens Association for its recent three-day meeting at the Iowa Exhibit Building at the state fairgrounds in Des Moines. Dealers numbered 1,115; exhibitors, 842; and guests, 636.

Charles Gunn

Convention highlights included major speeches by Charles Gunn, who was elected to a second term as Iowa president; James Q. duPont of the E. I. duPont deNemours Co.; John B. Egan, Wood Conversion Co.; and Tom Collins, Kansas City, Mo., humorist.

Other popular features were a Hoo-Hoo concatenation and stag banquet, and the convention banquet and show on the closing evening.

Named to serve with president Gunn in 1952 were E. T. Lindeberg, Sioux City, vice president for Northern Iowa; Paul J. Mathew, Oskaloosa, vice president for Southern Iowa; and W. H. Badeaux, Minneapolis, Minn., secretary. Making up the executive committee are Gunn, Mathew, Badeaux, T. C. Fortune, Omaha, Neb.; C. J. Spahn, Dubuque, Iowa; and Homer Denniston, Newton, Iowa.

NORTH DAKOTA

Henry F. Lund of the Interior Lumber and Fuel Co., Hillsboro, was elected president of the North Dakota Retail Lumbermen's Association at its 44th

(*Continued on page 222*)

HUNTINGTON

Metal-Fold

SAFETY STAIRS

STEP UP YOUR SALES AND PROFITS

ELIMINATE
INSTALLATION COSTS
PACKED COMPLETELY ASSEMBLED

Non Skid Treads

Check

These Features

- Engineered for absolute safety
- Cannot warp, break or come apart.
- Ready mounted adjustable spring tension.
- No counter weights or slides.
- Weighs no more than wood.
- All stair heights adjustable
- Requires only 8" attic clearance.
- Can be used for Attic Fan Opening

NOW! IN 2 POPULAR WIDTHS
STANDARD 25½" LUXURY 31½"
46"-54"-60" LENGTHS-FOR CEILING HEIGHTS 7'6" TO 10'

Protected By $100,000 Product Liability Insurance

AMAZING LOW PRICE

Write, Wire or Phone
For Full Information

Huntington Industries
2368 PROSPECT STREET
MEMPHIS, TENNESSEE

Larger discount Faster turnover Greater profits when you sell BENNETT

the complete line of sales proven fireplace supplies

Bennett—and *only* Bennett—offers you a *complete* line of fast-moving, profit-building fireplace supplies. So, when you standardize on Bennett, you can *combine purchases*—take advantage of top discounts. And . . . customer acceptance of Bennett fireplace products is as complete as the line itself. Recognized quality . . . continuous national advertising . . . assure that!

Let us tell you WHY *you save money . . . in larger discounts, lower transportation costs, bigger dollar sales, faster turnover . . . when you sell Bennett. Write for catalog and complete information to* Bennett-Ireland, Inc., 652 Market Street, Norwich, N.Y.

BENNETT
Fireplace Unit

Bennett Simplified Standardized Fireplace is sized for standard brick, with no cutting or fitting. It lets you offer every customer "The Perfect Fireplace." Quicker and easier to build—it's priced within the reach of all. It's a big-volume, high-margin unit—a real profit builder for you. Count on this Bennett—the recirculating unit with *most* sales appeal.

BENNETT
Expanslip Throat Damper

Bennett Expanslip Throat Damper is a better damper at low cost. Steep 60° front slope gives sure draft. Structural steel with sturdy slip-joint eliminates breakage in shipping, handling and in use.

BENNETT
Cast-Iron Damper

Bennett Cast-Iron Damper—quality at competitive prices. Superior casting facilities in our own foundry enable us to produce this steep 50° slope damper, with interchangeable Rotary or Ratchet Control feature. With guaranteed steel valve or cast-iron valve.

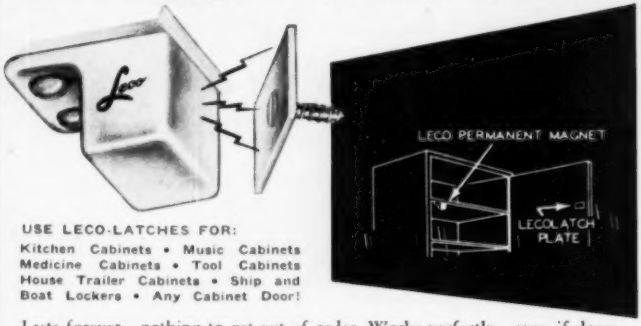
BENNETT—One great profit source for all your fireplace supplies

- Warm-Aire Fireplaces
- Explanslip Throat Dampers
- Cast-Iron Dampers
- Deep Seat Ash Dumps
- Cast-Iron Clean-out Doors
- Grates and Log Dogs
- Flexscreen

BENNETT-IRELAND INC.

ADDS THAT EXTRA QUALITY TOUCH!

leco-latch with the PERMANENT MAGNET!



USE LECO-LATCHES FOR:
Kitchen Cabinets • Music Cabinets
Medicine Cabinets • Tool Cabinets
House Trailer Cabinets • Ship and
Boat Lockers • Any Cabinet Door!

Lasts forever—nothing to get out of order. Works perfectly—even if doors sag or warp. Doors open easily—without snap, noise or jerk. Holds door in place firmly, yet gently. Easily installed. Improves appearance.
NATIONALLY ADVERTISED—In Better Homes & Gardens, House Beautiful, Sunset, Popular Mechanics.
Adding Leco-Latches is the easy way to add extra sales appeal to that next new home you build!

For literature, prices and name of distributor, write

LABORATORY EQUIPMENT CORPORATION
ST. JOSEPH 15, MICHIGAN

Art in Iron

Artcraft produces the finest, most exacting custom-made ornamental iron work from specifications at amazingly low cost. This is in addition to our regular, low-priced, stock ornamental work. Write today for more information, or send specifications direct.

Delivery: Two weeks for custom work. Immediate delivery for stock items.

Terms: Payment with order or C.O.D.

Artcraft Ornamental Iron Co.
724 E. Hudson Street, Columbus 11, Ohio

Artcraft manufactures:
Fireplace Equipment—Railings—Grills—Balconies—Marquee—Theatre Lighting—Steel Stairs—Gates—Fire Escapes—Hoods—Drapery Rods—Metal Furniture—Church Lighting—Sign brackets, plus all kinds of architectural metal work. Write for information.

FREE: New 40-page catalog, "ART IN IRON" showing Artcraft's latest in custom and stock work, with complete prices, is just off the press. Write for your copy, or fill in attached coupon and mail today.

Artcraft Ornamental Iron Co.
724 E. Hudson Street, Columbus 11, Ohio

Send me FREE by return mail my copy of your new 40-page catalogue titled "ART IN IRON."

NAME .....
ADDRESS .....
CITY ..... STATE .....
OCCUPATION .....

Convention Highlights

(*Continued from page 220*)

annual convention in Bismarck. He succeeds Walter E. Will of Stanley.

Also named to office were O. T. Olson, New Rockford, vice president; Maynard A. Finch, Fargo, secretary; and John F. Alsop, Fargo, treasurer.

The total convention registration of 401 included 213 dealers and 188 exhibit personnel using 52 booths.

H. F. Lund

Mayor Tom Kleppe of Bismarck opened the meeting with a welcome address. Among the speakers at business sessions were Richard A. Taylor of the Structural Clay Products Institute; B. F. Springer, Milwaukee, secretary of Hoo-Hoo; Joseph F. Leopold, National Tax Equality Association, Dallas, Texas; and Nathan Howard Gist, New York City.

Home Week Committee Named in Minneapolis

J. E. Boran, past president of the Minneapolis Home Builders Association, was named general chairman of the 1952 National Home Week Committee at a recent luncheon attended by 25 representatives of organizations connected with home building in the area.

Also named to top spots on the overall planning group were Glenn Ross, Retail Lumber Dealers Association, vice chairman; Walter Johnson, Minneapolis Mortgage Bankers Association, treasurer; and Lawrence W. Nelson, Home Builders Association, secretary.

Minneapolis' observance of Home Week in 1951 won a first prize in *American Builder's* national contest.

Dealer Sales Guide Issued by NRLDA

The first of three chapters on "Selling Building Materials Successfully" has been sent to members of the National Retail Lumber Dealers Association through state and regional associations. The three chapters on salesmanship comprise Section IV of the new "Dealer Operating Guide" being prepared by NRLDA with the aid of experienced dealers.

(More Association News, Page 224)

In 9 dormitories and fraternity houses on the new

ARCHITECTS:
Perry, Shaw, Hepburn, Kehoe & Dean . . . Boston

GENERAL CONTRACTOR:
Gilbane Building Co. . . . Providence

ARCHITECTURAL MILLWORK:
L. Vaughn Co. . . . Providence

BROWN UNIVERSITY QUADRANGLE

Atlas Panels and Atlas Doors were used

The wall panels were ¾" hardwood plywood—of several different woods, principally Gum and Birch, according to the design of each room and each particular application.

Interesting features of the dormitory rooms (right) are the cabinets, bureaus, closets, shelving, shoe racks, etc.—all built in after the wall panels were finished. The sections were precut, tongue-and-grooved, edge-stripped.

The Atlas Doors are solid core hardwood flush doors—some 1⅜" thick, some 1¾" thick. The core material of these solid core doors is Balsa Wood—inert, proof against stress and warpage. Balsa also has important sound-deadening qualities and provides efficient insulation.

The core pieces are glued together to form a solid mass, then positioned within a kiln-dried frame.

Atlas Plywood Panels are available in every important hard and soft wood, domestic or imported. Atlas Flush Doors—both solid core and hollow core—have exclusive structural features which mean lasting beauty and lasting strength.

Architects, contractors, mill workers and builders specify and use Atlas Panels and Atlas Doors . . . They know that from standing tree to finished product, every panel and every door has been produced under one ownership, one standard of inspection and control, one *responsibility*. Also that every Atlas Product is exactly as graded or *better*.

We'd like you to know more about Atlas Panels and Atlas Flush Doors. For illustrated literature, kindly address your request to Department 81.

ATLAS PANELS ATLAS DOORS

18 MANUFACTURING PLANTS

Anderson, Cal.
Crescent City, Cal.
Laurel, Del.
Brunswick, Ga.
Houlton, Me.
Greenville, Me.
Patten, Me.
Cadillac, Mich.
Gladstone, Mich.
Munising, Mich.
Goldsboro, N. C. (2)
Plymouth, N. C.
Klamath Falls, Ore. (2)
Portland, Ore.
Williamsport, Pa.
Newport, Vt.

PANEL AND DOOR DIVISION

ATLAS PLYWOOD CORPORATION

24 SALES OFFICES AND WAREHOUSES

Boston, Mass.
Los Angeles, Cal. (2)
Oakland, Cal.
Sacramento, Cal.
San Francisco, Cal.
Denver, Colo.
Chicago, Ill.
Evansville, Ind.
Detroit, Mich.
Gladstone, Mich.
Grand Rapids, Mich.
New York, N. Y.
Goldsboro, N. C.
Cleveland, Ohio
Dayton, Ohio
Oklahoma City, Okla.
Tulsa, Okla.
Portland, Ore.
Pittsburgh, Pa.
Corpus Christi, Tex.
Houston, Tex.
San Antonio, Tex.
Tacoma, Wash.

STATLER BUILDING, BOSTON 16, MASS. • Telephone: Hancock 6-0016 • Teletype: BS-644

Heston and Anderson announce fastest Cut-off Saw on the Market!*

The answer to top-speed production for your plant or work shop.

The World's Fastest Cut-off Saw!

Cuts wood, metal or plastic!

An exclusive new *automatic air unit* makes possible the super speed of the Heston & Anderson Swing Saw. May be used with wood, metal or plastic. Compact and sturdy, its superb construction insures accuracy with every cutting. Easy to operate! Here is truly the finest equipment for your plant or work shop.

WRITE TODAY!

Write for FREE literature . . . name of nearest authorized dealer.

*Thirty-three wood cuttings per minute during routine plant tests.

HESTON & ANDERSON

Division of St. Paul Foundry and Mfg. Co.
14-1A Fairfield, Iowa

ADD-A-ROOM
WITH THE
BESSLER DISAPPEARING STAIRWAY

YOUR CHOICE OF 7 MODELS

Our stairways have been on the market for 35 years.

Takes up no space in the room below. Folds up into the ceiling.

Install a Bessler Disappearing Stairway to provide a convenient means of gaining access to the upper story. Simplicity itself to operate and install; neat in appearance and strongly built. A practical and satisfactory modern space-saver.

Write today for literature and details.

THE BESSLER DISAPPEARING STAIRWAY CO.
1900 E. Market St. Akron 5, Ohio

Association News, cont'd

Paul Bunyan Trophy For 'Boosting' Seattle Goes to Albert Balch

"For the most constructive job of creating a favorable impression of Seattle throughout the nation in 1951," Albert Balch, winner of a number of awards in the home building field, has been awarded the Seattle Chamber of Commerce's Paul Bunyan trophy.

In making the award the Chamber spoke of the favorable publicity given Seattle in national consumer and trade magazine coverage of Balch's homes

Al Balch

last year, when his Wedgewood project won a first prize in the National Association of Home Builders' Neighborhood Development Contest and also got the top award in a trade magazine's merchandising competition.

Other 1951 honors included two merit awards from Parents Magazine plus the magazine's grand prize for the best homes for family living.

Balch is very active in NAHB as well as in the Urban Land Institute. He also holds offices in national and local real estate boards and is a member of the Mortgage Bankers Association.

Racine-Kenosha Group Host to Wisconsin State Builders

The recent quarterly meeting of the Wisconsin Builders Association was held at the Elks Club in Racine, with the Racine-Kenosha Home Builders Association serving as host. Approximately 120 state members and guests attended.

Featured speaker was Professor Richard Ratcliff. Peter Dahl, president of the Racine-Kenosha group, and Charles George of the state association conducted the meeting.

New Gas Association Head

Charles E. Bennett, president of the Manufacturers Light and Heat Co., Pittsburgh, was recently named president of the American Gas Association. Bennett succeeds George F. Mitchell, president of the Peoples Gas Light and Coke Co., Chicago, who died March 26.

The Name **HOPE'S** *Guarantees*

Residence of Frank L. Weekman, near Bemus Point, N. Y.

ONLY

$281.85

for HOPE'S Steel Windows in this home. For both the Builder and Owner they add value far beyond their cost. More and more, buyers of such homes measure the total value and quality of the building by the use of steel windows. Use HOPE'S and sell your small homes quicker.

Write for Bulletin 102M

HOPE'S WINDOWS, INC., *Jamestown, N. Y.*

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

One Job Like This

Can Bring You Six New Contracts

THEY'LL be coming to you for "a building like that" when you finish your first structure with Rilco laminated wood Beams and Columns. Contractors report up to six new jobs resulting from their first Rilco building—in the first two years alone.

Businessmen want Rilco buildings like the one above because the laminated columns are dramatic eye-catchers—inviting because the rich warmth of Rilco beams attract new business. Delighted owners send prospects to you.

Best of all, this goes on for years, since Rilco engineering provides tremendous strength and durability.

See your lumber dealer, or write for full information. Check, too, on Rilco laminated wood trusses, arches and rafters for commercial, industrial and farm building at remarkable savings. They're available *now* —no costly delays.

WORKS WONDERS WITH WOOD

RILCO

RILCO *Laminated* PRODUCTS, INC.

2511 First National Bank Building, St. Paul 1, Minn.

NOW! *in low-cost easy-to-handle panels... a genuine plastic laminate* for your* WALLS!

* the same beautiful, smooth, tough plastic material so widely used on top surfaces!

get the BEAUTY and DURABILITY of

LAMIDALL®

DECORATIVE PLASTIC LAMINATE

NOW, AT LOW COST—get the beauty, durability and maintenance-free qualities of genuine plastic laminate on your walls. The initial cost of Lamidall is low because of Woodall's unique production process. Installation cost is low because the rigid, 1/8" thick structural panels up to 4'x12' are quickly and easily applied. Lamidall is practically maintenance-free because the hard, glass-smooth surface never chips, cracks or peels—it resists heat, stains and hard blows—wipes clean with a damp cloth. In a choice of beautiful wood grains, distinctive patterns and colors for commercial, institutional or residential use. A Lamidall Distributor is near you to give you prompt, efficient service and helpful suggestions.

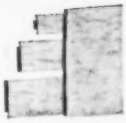
Send for Free Samples! Prove it to yourself . . . see the beauty . . . test the durability. Write also for complete details in new full-color folder.

LAMIDALL PLASTIC LAMINATE IS A PRODUCT OF

WOODALL INDUSTRIES INC.

3504 OAKTON STREET, SKOKIE, ILLINOIS

Other Plants in Cleveland • Detroit • Laurel, Miss. • Mineola, N. Y. • Monroe, Mich. • San Francisco



GENUINE LAMIDALL PRESDWOOD MOULDING

For the beauty of continuous walls, you can get the same beautiful wood grains, patterns and colors in Plastic Laminate Mouldings for base, cap, casing and division.

EXTRUDED ALUMINUM LAMIDALL MOULDING

Beautiful Lamidall wood grains, patterns and colors are bonded to the metal and protected by a coat of tough, clear plastic. For inside and outside corners, division and edging.

Every Builder-Member Bonded

By Martin C. Huggett

Mr. Huggett, executive vice president of the Chicago Metropolitan Home Builders Association, here gives the details of how that group succeeded in bonding its builder members up to $100,000 a year against misappropriation of home buyers' downpayments

At a membership extension dinner, held in Chicago's north suburban section, Edmund C. Mahoney, president of the Chicago Metropolitan Home Builders Association, announced that a fidelity bond had been written, in the amount of $100,000, effective March 1, 1952, indemnifying the association for the acts of its active builder members in the misappropriation of downpayments on homes, on other construction contracts and the sale of vacant or improved real estate.

The announcement, though it described an achievement unique in the annals of home building, did not fully portray the trials and errors that

SUITABLE FOR FRAMING, this certificate is issued to the builder at the time he pays his dues

beset the final accomplishment, which covered a period of more than two years.

Some two and a half years ago an epidemic of defaults on the part of the gentry that National President Brockbank has dubbed "Pickle Packers," stirred up the wrath of the people of the Chicago area to such an extent that the state's attorney threatened to introduce a bill in the state general assembly requiring all home builders to provide performance bonds.

Though such a procedure would apply only to homes built to order and leave the merchant builder in the same position as before, the threat served its political purpose and the incidents passed into history without further action or attention.

At that time, however, A. O. Aldrich, who was then president of the association, suggested that a bond might be written for our members indemnifying home seekers against

(Continued on page 228)

"thrifty" third
the economy grade

TOP HALF
Third Grade MFMA Northern Hard Maple finished with natural penetrating seal, for full effect of interesting grain pattern.

LOWER HALF
Same strips finished with combination stain and sealer—note how the varied tones are blended beautifully in the one operation.

the finest floor that grows

NORTHERN HARD MAPLE *finished bright or subdued, its charm far outshines its thrifty price!*

These are *modernization times* . . . and you'll find it'll pay you well to stock Northern Hard Maple, Beech and Birch Flooring—available now in all grades. "Thrifty" Third Grade (pictured above) is an especially good proposition for home floor replacements—for defense housing—for industrial, commercial and military construction. **MFMA** strict grading rules assure sound, long-lasting flooring in this fine-looking *economy* grade, at prices that will bring you a good volume of profitable business. Special **MFMA** leaflets, with full facts about Second and Third Grades. Write—

MAPLE FLOORING MANUFACTURERS ASSOCIATION
Suite 596, Pure Oil Bldg., 35 East Wacker Drive
CHICAGO 1, ILLINOIS

FLOOR WITH NORTHERN HARD MAPLE
BEECH AND BIRCH

Rolling Doors with Har-Vey Hardware save $9,000 in new Layton School of Art

MILWAUKEE, WISCONSIN

Silent, effortless operation insured by precision-made hardware

Contractor, Siesel Construction Co. Engineer, Verne K. Boynton

Architect John Waldheim says:

"**Over 968 square feet of floor space** were saved by using rolling doors in the new Layton School of Art building—a reduction in cost for the client of more than $9,000.00."

"**We achieved absolute silence** of operation and smooth effortless movement—even by a child—by specifying precision-made Har-Vey Hardware. We also eliminated the need for skilled cabinet makers in installation by using Har-Vey, and insured trouble-free performance for a lifetime."

John Waldheim

Champion Quality pays dividends—always!

- NO JUMPING TRACK
- NO MAINTENANCE
- NO STICKING
- NO INSTALLATION TROUBLES

Get complete details on this space-saving, grief-saving hardware, today!

ADDRESS: HARDWARE DIVISION "O"

METAL PRODUCTS CORPORATION HARVEY HH HARDWARE
807 N. W. 20th St. Miami, Florida

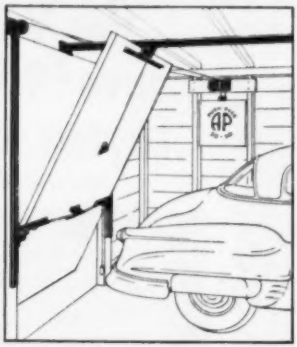
Please send me your free folder on rolling doors & Har-Vey Hardware

NAME _____
COMPANY _____
STREET _____
CITY _____ STATE _____ "O"
YOUR DEALER'S NAME _____

Easy to Install . . .
Lasting Satisfaction

ALLITH 50-50 PUSH-OVER

GARAGE DOOR HARDWARE



Combine the expertly-designed Allith garage door hardware with your own or any standard door. Result . . . a rugged, easily-operated overhead door that gives full and lasting customer satisfaction.

Quickly installed, standard set fits any opening up to 9′ wide x 7′6″ high when doors do not exceed 275 lbs. Other sets available for openings up to 10′ wide x 10′ high.

ALLITH-PROUTY, INC
DANVILLE, ILLINOIS
IN AMERICAN BUILDER for Forty-Five Years

DUR-O-WAL
TRUSSED
Design

NOW AVAILABLE . . . IN GREATER SUPPLY!

● **Duro-O-wal . . . the patented steel reinforcing for every type of masonry wall . . . is being shipped on stepped-up schedules. This backbone of steel is economical, lays fast prevents unsightly cracks. Trussed design incorporates architecture's oldest reinforcing principle.**

CEDAR RAPIDS BLOCK COMPANY
Dur-O-wal Div. 658- 12 Ave SW
Cedar Rapids, Iowa

DUR-O-WAL PRODUCTS, INC.
P. O. Box 628
Syracuse 1, N. Y.

(*Continued from page 226*)

a repetition of the incidents on the part of our members. He felt that such an arrangement, properly publicized, would set our group apart as one with which the public could deal with perfect confidence. His hopes were based on the fact that during the then 10 years of our existence no member of ours had ever defaulted on a down payment.

The matter was accordingly placed in the hands of the chairman of our committee on safety and insurance, our attorney, our insurance manager and our executive officer. The group then started on a course of many negotiations with many companies, much drawing of papers and many resulting disappointments.

"SEAL OF DEPENDABILITY" of association is created with the protection message

Since the procedure was without precedent it appeared for some time that it was going to be necessary to bond each individual member, but the question always popped up—What about the member's subsidiary corporations, his and their salesmen and others authorized to accept money on behalf of the principal? As the personnel grew the rates grew in proportion, and one proposal after another was rejected.

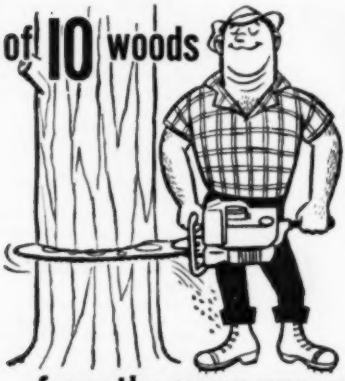
The upshot of the matter was that our attorney, John F. McCarthy, finally himself drew a form of bond that described the coverage of a builder member and indemnified the association, in one single instrument, against the wrongful acts of its individual members or their representatives.

It was not until the current year, when the new chairman of our committee, H. Morton Robbins, an experienced insurance man, came into the picture, that real action was obtained. A prominent company was found that was willing to write the bond according to our attorney's draft, and on terms that made it possible to cover all of our builders and provide that any new members taken in would immediately pass un-

(*Continued on page 230*)

INCENSE CEDAR

one of 10 woods



from the WESTERN PINE REGION

Durable and decay-resistant . . . light weight and easily worked . . . receptive to paints and stains of all kinds . . . this pleasantly fragrant softwood is in demand for a wide range of residential and industrial construction work.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

THE WESTERN PINE REGION

Write for free illustrated Facts Folder on Incense Cedar. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

CHROMEDGE HIGHLIGHTS

On metal mouldings and retaining shapes for floor and wall coverings, building, remodeling

Trim Finish Now Has "9 Lives"

Extra lives are added to the finish of Chromedge extruded aluminum mouldings by B & T's rigidly controlled Chromalite process. The rich deep-toned luster of Chromalite is "locked" into the surface of the metal itself—it can't rub off in black streaks, and isn't affected by ordinary household cleaners and chemicals. Homeowners prefer it!

"Painless" Sink-Framing Methods

Get Better Results at Less Cost

Putting a frame around a cabinet-top sink used to call for "blood, sweat and tears." Now it's easy for any mechanic to do a first-rate job quickly with either of two new frames.

One is the Chromedge Sink-Lok frame, offering advantages that sound like a mechanic's dream:

No bolts or screws are fastened through the counter.

The sink-well hole can be cut straight through the counter—no mortising!

The frame supports the sink—no sink-mounting lugs needed!

No special tools are needed.

The frame overlaps coverings a full 1/4"—anchors them down!

Coverings don't have to be cut to exact dimensions.

Frame and sink can be removed easily for sink repairs, without damaging the covering.

Chromedge Sink-Lok frames are made for flat rim sinks of any size, to fit counter-and-covering thicknesses from 3/4" to 1 1/8".

Another cost-cutting Chromedge frame is the Tap-N-Rol. It features what might be called an "open" lip recess for the sink-top covering.

In other words, Tap-N-Rol frames have a vertical leg which is simply "folded" down tightly over the edge of the covering to finish the job. Special grooves in the se-

curing flange "trap" waterproofing around the edge of the covering as the lip is bent down, assuring a permanently tight seal. Chromedge Tap-N-Rol frames come in all sizes, to fit various coverings.

Your Chromedge Dealer Has All The Answers

See your Chromedge dealer today for all of the best answers to metal retaining shape needs—for building and remodeling.

The B & T Metals Co.
Columbus 16, Ohio

Sand Floors nearly Twice as Fast with

AMERICAN SUPER 8

SAVE LABOR WITH THESE "PLUS" FEATURES!

Powerful 2 H.P. motor starts under a "no load" condition due to automatic take-up of motor pulley.

American Sustaining Device provides variable control of drum pressure to meet all conditions in floors.

Single adjustment quickly changes drum speed . . . range 1600 to 2800 r.p.m.

Shift into high gear in your floor sanding operations . . . *step up production* with the sensational American Super 8 . . . *increase your profits!*

Contractors say "It's tops!"—because the Super 8 meets their needs today . . . *saves time and labor . . . reduces costs!* Check these American Super 8 features that mean high production . . . low upkeep . . . long-life dependability! Powerful 2 H.P. motor . . . drum driven by vari-speed transmission . . . drum speed range from 1600 to 2800 r.p.m. for greatest efficiency under varying conditions . . . drum speeds easily selected by "dialing" Drum Pulley . . . great range of drum pressures selected by variable control —52 lb. to 103 lb.—to meet all conditions in floors. Operates efficiently with low voltage! Has double volume dust pick-up . . . low center of gravity . . . many more *plus* features!

AMERICAN
FLOOR MACHINES • PORTABLE TOOLS

Send Coupon!

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo 3, Ohio

Please send free description and prices on the new American Super 8 Floor Sander. No obligation.

Name.....

Street.....

City..... State.....

der the umbrella of the bond's protective function. It was arranged that a correct membership list would be furnished to the company on the first of March each year, and that the coverage would be comprehensive during the intervening period.

Accordingly, each builder member at the time of the payment of his dues is issued a certificate suitable for framing, of one year's duration, stating that he is a "Bonded Active Builder Member" and further describing the protective factors, as shown in the illustration accompanying this article.

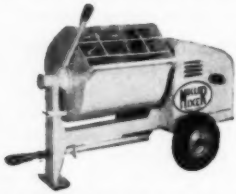
For some time our members have been using, on their windows, walls, trucks and new homes, what we describe as our "Seal of Dependability." In connection with the seal we have been circulating in every possible way, by the hundreds of thousands, a small folder with the legend "Look for the Seal of Dependability—Buy With Confidence."

Now we are crowning our "Seal" with a cresting that recites "Every Builder Member Bonded—Downpayments Protected by $100,000 Fidelity Bond." At the same time, we are revising our small circular to contain the bonding provision.

The story will be further embellished when we have completed plans now under way for a series of large cooperative display ads telling the world what we have done. In the meantime we are enjoying quite an influx of new builder members.

CONTRACTORS—save money!

Mix plaster and mortar in a MULLER 3 FOOT MIXER



• An investment that will give you better plaster and mortar at far lower costs than old hand methods. Ideal for both inside and outside use. Holds full bag batch of most mixtures.

PRICE $312 (with electric motor)
$330 (with air-cooled engine)

FOB Metuchen, N.J.

Also available in 6, 9 and 12 cubic foot sizes

Write for name of nearest distributor.

MULLER MACHINERY COMPANY, Inc.

Metuchen 4, N.J. Cable Address MULMIX

NO JUGGLING!

No trouble at all . . with new labor-saving DURALL tension screens!

SAVE TIME! Durolls snap into place inside your window. Two easy clamps grip screen to window frame. *All in just 9 seconds!*

SAVE SPACE! To store Durolls unsnap, roll up, slip into handy cartons, store in nearest closet! *Durolls weigh just ounces!*

SAVE TROUBLE! Durolls make window washing a snap. Release two clamps and Durall hangs loose as a shade! So easy to reach outside.

SAVE WORK! Durolls never need painting or weatherproofing. They're rugged and durable. They never rust or stain your house!

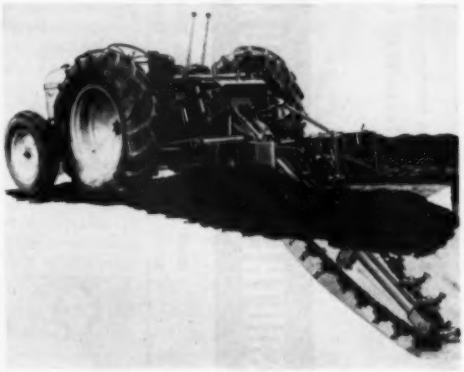
SAVE MONEY! Durolls do more, cost less, last longer than ordinary, old-fashioned screens. Write for our Catalog AIA-35-P-1.

NEW YORK WIRE CLOTH COMPANY, New Canaan, Conn.,

CUT COSTS, SAVE TIME . . .

with the tough, rugged

BLACKHAWK TRENCH HOG



- Digs trenches as deep as 7′, as wide as 20″
- Average digging speed 350′-400′ per hour; digs narrow, shallow trenches up to 800′ per hour
- Independent speed control for each driver wheel gives perfect control for straight line trenches
- Accurate control valve assures close grade maintenance
- Widely used for footings, water lines, gas and electrical services, sewer systems, septic tanks, pipe lines, drainage

FIRST in economy
FIRST in versatility
FIRST in efficiency
FIRST in quality

ALSO FAVORED IN LIGHT CONSTRUCTION

HALF-TRACKS for Ford, Ferguson and Allis-Chalmers tractors; provide positive traction in all soils, on all jobs

DUAL-ACTION DOZER for Ford and Ferguson; provides hydraulic down pressure and lift; ideal for grading, backfilling, small excavations, landscaping

WRITE DEPT. B FOR BULLETINS
"Serving Builders Since 1920"

ARPS CORPORATION
NEW HOLSTEIN, WISCONSIN

A NEW Service to Your Industry

• PRESSURE CREOSOTED TREATMENT
• PRESSURE PENTACHLOROPHENOL TREATMENT

• Treated in our modern, new treating plant at Diboll, Texas. Write or wire for full information.

SOUTHERN PINE LUMBER CO.

MILLS: DIBOLL and PINELAND, TEXAS
SALES OFFICE: TEXARKANA, TEXAS

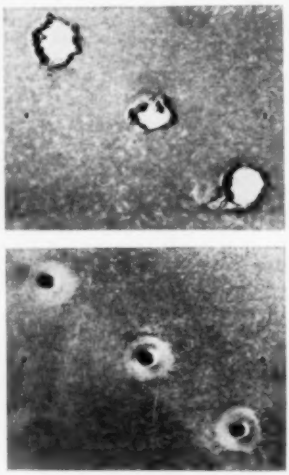
POLES TIMBER LUMBER PILING FENCE POSTS

Pressure TREATED MATERIALS

Use Aluminum Nails for Fastening Sheet-Metal

Two-year atmosphere exposure tests of a number of sheet metals used in building construction have recently been completed by the National Bureau of Standards. The NBS study indicates that, although some other types of nailing will often give good service, use of aluminum nails and carbon-black-filled neoprene sealing washers will generally give the greatest assurance of long trouble-free service, even under severe conditions.

The tests show that bare steel nails, or other uncoated nails except aluminum, can cause serious corrosion of aluminum sheet used as a building material. Bare copper nails are even more corrosive than steel nails to the surrounding aluminum. Cadmium-plated and the galvanized (zinc-coated) nails caused no corrosion while their coatings remained intact. However, the cadmium itself corroded away in some cases, exposing the steel nail, and the zinc showed signs of doing so.



SHEET-METAL SPECIMENS after weathering in the National Bureau of Standards tests show how corrosion around nail holes may result from improper nailing. Different nails were used for these two specimens. The specimens themselves, the washers under the nails, and the weather exposure were all identical.

With proper sealing washers used under the nail heads, it makes less difference what nails are used. Some washers may not continue to give a good seal, however. So the NBS advises the use of suitable washers in combination with nails which will not cause corrosion even in the absence of the washers.

Serious strain?

Yes, it's quite a strain on the cord that weights windows. That's why, in the long run, it pays to use and recommend the *best!*

SPOT® SASH CORD

TOUGH SOLID BRAIDED COTTON

WEAR RESISTANT

PLIABLE FOR EASY INSTALLATION

Look for the colored spots, our registered trade-mark, your guarantee of quality. For new installations or replacements, use and recommend wear-resistant, long-lasting Spot Sash Cord.

Samson PRODUCT FOR LASTING ECONOMY

Samson CORDAGE WORKS
BOSTON 10, MASSACHUSETTS

Does Washing Injure Paint Used as a Water Vapor Barrier?

The National Bureau of Standards has completed tests which evaluate the effect of cleaning on six types of interior paints conforming to Federal specifications and generally rated as acceptable vapor barriers. The paints included a white gloss enamel, an interior white gloss enamel, an interior one-coat flat white oil paint, a ready-mixed white flat oil paint, and an interior resin-emulsion paint.

First, a special test was applied to determine the water vapor resistance of these six types. The resin-emulsion paint and the one-coat flat oil paint did not qualify as vapor barriers under the strict conditions of the testing. They were therefore not subjected to the cleaning tests.

Results of the washing and scrubbing tests indicate that the water-vapor permeance of the conventional types of interior paint (enamels and flat paints) is not affected appreciably by cleaning, regardless of the type of detergent used, provided a soft cleaning implement such as a cloth or a sponge is used. However, some increase in water vapor transmission may occur after repeated cleanings if a harsh brush is used.

Quit worrying about poor workmen ruining expensive materials. Even a poor workman can install READY HUNG DOORS.

ASK FOR Ready Hung DOORS

PAT. NO. 2,499,029 OTHERS PEND.

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

Gentlemen:

In 1948 I had my home built at the address below and after living there about six months my cellar started to leak from several places along the seam and walls. At first I didn't pay much attention but the following Spring after a rain, it leaked worse. I called the Research Laboratory of Rutgers University in New Brunswick and was informed that in order to make the cellar 100% dry proof, I would have to have the outside dug out and have the footing and walls retarred.

Needless to say, it was going to be a big job and an expensive one too, because several contractors wanted from $350.00 to $450.00 to do the job. The upstart was I couldn't afford it, so in August 1950 I was transferred to Korea and when I returned last year (1951) my wife told me the cellar was worse, anywhere from 40 to 60 buckets of water coming in during and after a rain—in fact, if it looked like rain, it would start coming in, almost. Then there was always the dampness and musty smell after or during the dry-up period.

Several months ago my wife heard from a party about your KAY-TITE and not being sure, I visited this party and he showed me his results—a dry cellar, although his was not leaking—only dampness. So what did I have to lose by getting several cans, which I did. I put two coats of KAY-TITE from the base to about 1½ feet up the wall. I also discovered I have several large holes and without a word of lie, after reading the directions carefully, then applying KAY-TITE, I have a dry cellar. Not a drop of water or dampness. As you no doubt know, we have had quite a lot of heavy rain these past several weeks. Now I intend to do the whole walls up to the ceiling.

The reason I am writing you, Gentlemen, about KAY-TITE is I want to say I'm grateful and pleased beyond words. You not only gave me a nice dry cellar but you also save me a lot of money and time. I wish you could send someone over and just see the good results of KAY-TITE, and my cellar was really bad. Try and send someone before I finish the rest of cellar.

I've had quite a lot of people over and they all agree. At present I'm stationed in Philadelphia and a few persons tell me they can't buy it here and last week I bought four cans for a friend of mine who lives in this area, so he could dry his cellar.

In closing, many, many thanks because for the first time my children and we can really enjoy our cellar now—because KAY-TITE makes it dry and cozy.

Respectfully yours,
(*signed*) H. J. Kupper

To: KAY-TITE
West Orange
New Jersey

From: Msgt. Hubert J. Kupper,
U.S.M.C.
148 Second Street
Dunellen, New Jersey

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This is your Encyclopedia of the Building Business

Whatever you want to know—

Look it up HERE

26

PRODUCT REFERENCE SECTIONS

From Air Conditioning to Wiring. Tells you how it works and where to use it. These 26 sections cover every phase of building—help you to determine the value of the product for the specific problem or operation you have in mind. Profusely illustrated with photos, diagrams, charts, tables of loads, weights, mixtures, etc. Written so you can understand it. Get acquainted with these product Reference Sections now.

5

DIRECTORY SECTIONS

The most complete and useful Buying and Selling Guide ever offered to Builders and Dealers printed on colored stock.

1. **Alphabetical list of building products and equipment manufacturers**
2. **List of Brand Names**
3. **Names and Addresses of Manufacturers**
4. **List of industry and allied professional trade associations**
5. **List of participating communities in 1951 National Home Week**

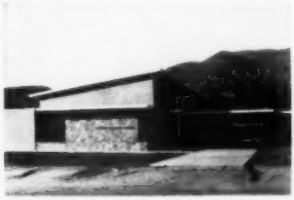
AMERICAN BUILDER

79 WEST MONROE STREET, CHICAGO 3, ILLINOIS

Unusual Design and Interior Finish Feature New School

Outdoor terraces adjoining classrooms, and a "cafetorium" or combination cafeteria and auditorium, are unusual features of the Audubon Elementary School recently completed in Altadena, Calif. Designer was Harold J. Bissner, A.I.A. Joseph G. Klapper of Pasadena was the general contractor.

The school consists of 7 one-story buildings of contemporary design, enclosing 13 terraces, 16 feet wide and



BOUQUET CANYON, a colorful native stone, is used for trim and planter boxes for the new Audubon Elementary School in Altadena, Calif. Construction is frame and stucco

30 feet long, to which classroom has access. All the buildings are connected by covered corridors so that the children can go from one section to another without being exposed in inclement weather.

In the two kindergarten rooms, the floors are radiant-heated by vit-

WIDE CORRIDOR, covered, and a terrace for outdoor class work are features of each building unit in this new school. Note saw-toothed brick wall, which adds architectural interest

reous clay hot air ducts, because youngsters at this age spend so much of their time on the floor. This is reported to be the first radiant heat school floor in the Pasadena area. Typical classrooms are heated by two forced air cabinet-type furnaces, each teacher having individual control over the temperature of her room.

The cafetorium, which saves costs by combining two uses for one room,

(*Continued on page 236*)

Hoe-Boy

3-4 CUBIC FOOT PLASTER-MORTAR MIXER

MIGHTY MIDGET OF CMC HOE TYPE MIXERS

EXCLUSIVE CMC "TRIPLE HOE" ACTION

Adjustable scraper blades turn materials back and forth into triple hoes to give thorough end to end, over and under mixing action

LOOK AT THESE *Extras* YOU GET WITH HOE-BOY!

1. ADJUSTABLE TRIPLE ACTION MIXING HOES
2. SAFETY GRATING AND BAG SPLITTER
3. SELF-ALIGNING-SELF LUBRICATING SHAFT BEARINGS
4. HEAVY-DUTY ELECTRIC WELDED FRAME
5. MACHINE-CUT SPROCKETS-ROLLER CHAIN DRIVE
6. ONLY 29" WIDE-TO GO THROUGH NARROW DOORWAYS

GAS OR ELECTRIC POWER

CONSTRUCTION MACHINERY COMPANIES . . . . . WATERLOO, IOWA

TRINITY WHITE

PORTLAND CEMENT

A whiter white cement that gives greater beauty wherever used. It is a true portland cement. General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga.

as white as snow

. . . for white or colored stucco . . .

cast stone . . . terrazzo . . . cement paint . . .

. . . concrete architectural units . . .

and for many light reflective uses

CUT BUILDING COSTS!

Patented flanged braces assure extra rigidity and strength for superior load carrying, durability.

Bridge Wood Joists the FASTER...BETTER Money-Saving Way

WITH NEW CHAN-L-CROS Metal CROSS BRIDGING

Easy to Install

Chan-L-Cros is an advanced method of bridging wood joists that provides greater floor strength and cuts building costs. It reaches you ready for quick, easy installation . . . speeds construction because it eliminates sawing and fitting of wood. This greatly reduces time and costs . . . increases the contractors profit!

Other Advantages That Make Chan-L-Cros Better

It distributes a concentrated load to adjacent joists to prevent deflection of beams by the practical application of the principle of tension . . . it is flexible enough so that joists off required centers can be fastened just as securely as those precisely placed . . . provision for nailing meets requirements of all building codes . . . does not interfere with laying of subflooring . . . cannot separate from joists when under load or as lumber shrinks.

Chan-L-Cros is available in sizes for 8, 10, and 12 inch joists . . . suitably finished to resist rust. It is also recommended for construction of arched ceilings.

Write for Complete Data!

JUNIOR-PRO PRODUCTS CO.
3206 Morganford Rd., St. Louis 16, Mo.

©
S-2

Eliminate planes from your plans—READY HUNG DOORS eliminate planing on doors, jambs and joints.

ASK FOR Ready Hung DOORS

PAT. NO. 2,609,029 OTHERS PEND.

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

(*Continued from page 234*)

is 41 by 108 feet, has steel roof construction fire-proofed with the new combination of vermiculite plaster and vermiculite acoustical plastic to secure the necessary fire rating and sound conditioning at the same time. This integration of acoustical treatment with adequate fire-proofing is a construction economy. Vermiculite plaster with a sand float finish was also used on classroom walls and partitions to secure insulation value with the fireproofing. Both types of plaster were machine-applied over K-lath with the E-Z-On plaster pump. The machine application of vermiculite acoustical is a recent development. Audubon is the first school in which it has been so applied.

CAFETORIUM is both lunchroom and auditorium. Vermiculite acoustical plastic sound conditioning was machine applied with ease around the steel beams supporting the roof construction

Cost of the school was $484,000, or $11.50 per sq. ft.

Issue New Standard for Plumbing Fixtures

A third edition of the Commercial Standard on "Enameled Cast Iron Plumbing Fixtures" (CS77-51) has been issued by the United States Department of Commerce.

Purpose of the standard is to protect the public by establishing minimum standard specifications, definitions, inspection rules, types and sizes of standard items. It also sets up methods of test for enameled cast iron plumbing fixtures for the guidance of manufacturers, distributors and users of these products.

Maple Flooring Sales Up From Last '51 Quarter

First quarter (1952) sales of Northern hard maple, beech and birch flooring amounted to 11,984,000 feet, according to the report of the Maple Flooring Manufacturers Association. This represents a decrease of 37 per cent from the same period last year, but an increase of 18 per cent over last year's fourth quarter.

DETROIT'S LEADING COMMERCIAL HOTEL

Stay at the newest, most centrally located hotel in the Motor City, completely fireproof, 750 outside rooms with bath, smart new furnishings, lowest comparable rates, ample parking space—a find for the cost-conscious traveler! *Dining Rooms Air Conditioned.*

The NEW Hotel Detroiter
Woodward at Adelaide
Conventions and Touring Groups Invited

That's it!
I'll look it up in my
AMERICAN BUILDER
Catalog-Directory
I know I'll find it there

It's practically an encyclopedia of the building business with 5 Directory sections and 26 Product Reference Sections all in one handy, easy-to-use volume. Get acquainted with your Catalog-Directory. It can make money for you.

AMERICAN BUILDER
79 W. Monroe St. Chicago 3, Ill.

Could You Use Up to 60% Savings in Forming?

Gates
CONCRETE FORM TIE
WITH SPREADER!

Tested!

Proven!

FASTEST...SIMPLEST FORMING

Saves Time • Labor • Material • Risk

FORM TIES by Gates

Read what users have to say...

"We have now used your 'Form Ties' in one thousand homes and intend to use them in all our building operations."
CHARLES T. GORE
National Director of NAHB

Take advantage of the savings possible only with Gates Concrete Form Ties. This patented method is used BY OVER 80% OF HOME BUILDERS IN DENVER. Write today for full details and location of your nearest Gates distributor.

SEND! for Full Details and Specifications

Gates & SONS, INC.
80 So. Galapago - Denver, Colorado

Company _____
Street _____
City _____ State _____

NOW! An ABRASIVE BLADE

VIRTUALLY UNBREAKABLE!

Clipper "SAILS RIGHT THRU"
"CBR"
(BREAK-RESISTANT)
BLADES

for...

BEND—DROP—or TWIST in the cut . . . they're Virtually Unbreakable! Yes, Clipper "CBR" Blades are STRONG and SAFE and even more surprising the blade life is 50% to 100% longer than regular blades. It is not recommended for hard vitreous materials but rather the softer ranges of masonry. The most intricate cutting or grooving is now possible on Hand-Power Saws or Masonry Saws. Write today for prices and recommendations on this newest Dry Abrasive blade. Available in all diameters, arbor shapes and sizes.

DIAMOND and ABRASIVE BLADES for Any MASONRY or CONCRETE CUTTING

There's a Clipper Blade to cut your Brick, Glazed Tile, Fire Brick, Concrete block and Floors, Natural Stone, Glass and Porcelain. Available in sizes from 6" to 30". Choose Genuine Clipper for the FASTEST — CHEAPEST and LONGEST LASTING masonry cutting.

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SERVING THE WORLD AS THE WORLD'S LARGEST MANUFACTURER OF MASONRY SAWS

SOLD DIRECT FROM FACTORY BRANCHES

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SEND FREE LITERATURE AND PRICES ON: 92
☐ "C B R" BLADES ☐ MASONRY SAWS
☐ ABRASIVE BLADES ☐ CONCRETE SAWS
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NAME _____
STREET _____
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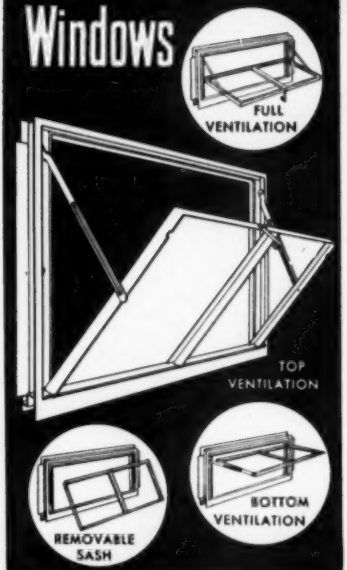
ADVANTAGES THAT SELL

VENTO

Steel *Basement* Windows

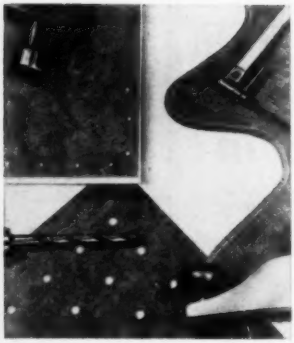


- **Adjustable Ventilation**
  Effortless operation gives any of three openings, or removable sash.
- **Weathertight Construction**
  Double contact with leak-proof watershed sill stops wind and rain.
- **Maximum Strength and Rigidity**
  Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

Also casement, utility and barn windows, Vento steel lintels for cost-saving block construction. Write for full information.

VENTO Steel Products CO., INC.

247 COLORADO AVE. • BUFFALO 15, N. Y.



New hardboard is worked with usual tools of trade.

New Hardboard Made By Oregon Firm

A new hardboard, Allwood, is now being produced by the Oregon Lumber Co. in its recently completed plant at Dee, Ore. The material is manufactured from the waste slabwood of the company's Dee sawmill.

Uses listed for the hardboard include concrete forms, flooring (both sub and top applications), table tops, cabinet doors, radio and television cabinet backs and furniture panels. Tempered hardboard is being produced for hard surface and exterior use.

The board can be sawed, routed, nailed, drilled or planed without shredding, chipping or splitting, according to the manufacturers.

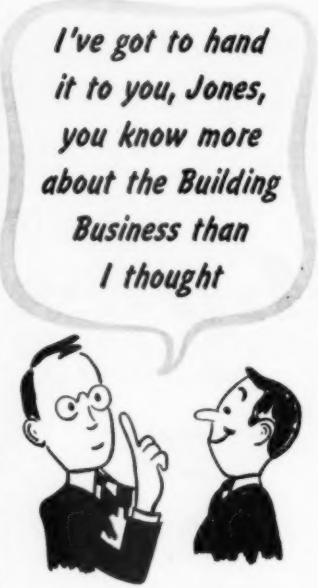
Marketing of Allwood is being handled by Simpson Logging Co., Seattle.

100th Year Marked By Cut Nail Plant

The 100th anniversary of Wheeling Steel Corp.'s LaBelle Works, large producer of cut nails, was observed in March. The plant was one of the many built on the banks of the Ohio River between 1847 and 1883, using hand-fed machines for the first "mass production" of cut nails and giving Wheeling, W. Va., the name "Nail City."

The first factory for hand forging cut nails from iron was built at Steubenville, Ohio, 24 miles north of Wheeling, in 1808, and several similar plants followed. Nails were a luxury in the pioneer days in this section, gradually replacing traditional building techniques depending on mortise and tenon and hardwood pegs.

Renew Your Subscription



Jones gets his information

It isn't what you know that is so important—it's knowing WHERE to go to get the information you need to do a job or solve a problem.

Builders and Dealers keep their AMERICAN BUILDER CATALOG-DIRECTORY handy so they can refer to it frequently.

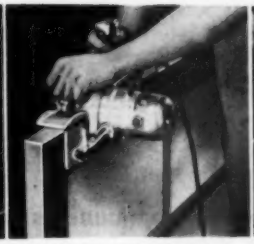
AMERICAN BUILDER

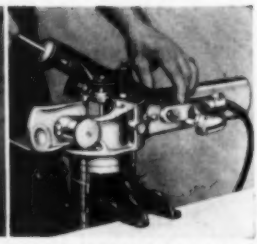
79 W. MONROE ST. CHICAGO 3, ILL.

STANLEY J5 PLANE

Fitting storm sash.

Fitting drawers after work is assembled.


Smoothly cuts across, as well as with, the grain when fitting doors, windows, transoms, etc.


Mounted in bench bracket furnished, the versatile J5 grinds its own cutters.

Here's a tool that puts money in your pocket on every job you do—fitting doors, drawers, sashes, screens, shutters, etc. The Stanley J5 Electric Plane has real power—and speed—to quickly, smoothly plane surfaces up to 2½" wide. Its spiral cutter revolves at 18,000 r.p.m. . . . cuts with or across the grain without splintering edges . . . does a better, cleaner-looking job in a fraction of the time required by hand.

Fully adjustable, the Stanley J5 makes straight or bevel cuts to 45° . . . makes tissue-thin to heavy (⅜") cuts . . . all with amazing ease and accuracy.

And it's packed with long service features: full 1 h.p. motor; ball bearing construction throughout. Call your dealer today for a demonstration. Or write for Catalog #96. Stanley Electric Tools, 400 Myrtle Street, New Britain, Connecticut.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Save Valuable Time

Here's how to use your Catalog-Directory

FIRST—Leaf through the book from cover to cover and get the general layout in mind. This will enable you to use it sufficiently later on. The 5 Directory Sections are printed on colored stock for easy identification. If you are looking for the answer to a specific building problem, consult the index for the particular Product Reference Section you want. These sections tell you who makes it and how to use it.

1. Building Products and Equipment Manufacturers

An alphabetical list of products and equipment listed under appropriate titles. No cross references to delay or confuse you.

2. Brand Names

If you know the brand name but not the maker, you can find the name of the manufacturer here.

3. Names and Addresses of Manufacturers

This section completes your Buying Guide by listing the principal manufacturers in alphabetical order.

4. Industry and Allied Professional Trade Assns.

A valuable addition that saves you a lot of time when you want the name and address, and principal officers of local or national associations.

5. List of Participating Communities in 1951 National Home Week

An alphabetical list by states of communities that have taken part and cashed in on the promotional value of National Home Week. Look and see if your community is listed.

★ If you have a special building problem — write us. Our editors have the knowledge and experience to be of real help to you. Don't hesitate to write. No obligation, of course.

AMERICAN BUILDER

79 W. MONROE ST. CHICAGO 3, ILL.

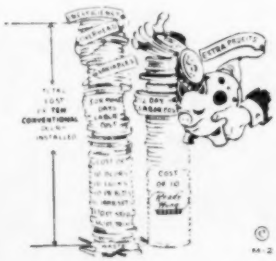
Sales Tool for Dealers Offered by Armstrong

A new merchandising-sales training program for retail lumber dealers, called a "Home Owner's Clinic," was announced by the Armstrong Cork Co. at its fifth annual convention for distributors at Lancaster, Pa., April 18.

Designed to sell the public on home modernization and expansion, the clinic is an evening meeting staged by the dealer. Armstrong supplies a film on "How to Expand Your Home," which gives information on materials to use, installation methods, financing, and approximate costs. Retail salesmen may study the film for merchandising techniques.

The kit also contains, for the dealer's use, a set of radio commercials, suggested direct mail advertising material, newspaper ad mats, a suggested outline for conducting the meetings, plans for a demonstration unit and other background "props," and copy for a speech by the dealer.

Another convention feature was the awarding of plaques to five wholesale distributors for "having captured the highest percentage of their potential market for Armstrong products."



With READY HUNG DOORS—the saving is in the labor of installation.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

PRECISION

the only attic stairway equipped with

ROLLER BEARINGS

Life time, factory packed **ROLLER BEARINGS** make raising and lowering stairway practically effortless.

Precision Parts Corporation, not content with the smoothest and easiest operating stairway on the market, equipped their Precision Folding Stairway with roller bearings for still smoother and easier operation. Actuated by counterweights which operate on these bearings the stairway is practically 100% free of friction and all but raises and lowers itself.

OTHER OUTSTANDING FEATURES:

Constructed of No. 1 kiln dried poplar. Heavy cast aluminum alloy brackets, rocker arms and hinges. Composition safety treads on steps. Door panel insulated with Cellufoam. Requires no attic space. Accepted by F.H.A. everywhere.

FOR COMPLETE INFORMATION WRITE OR WIRE US TODAY.

Manufactured by

PRECISION PARTS CORPORATION

402 NORTH FIRST STREET

NASHVILLE 7, TENNESSEE

RCS SUPER SAW

AIR COOLED

Saves you more time than any other tool in your kit

A Journeyman's tool, built to stand up under constant, on-the-job Contractor or Industrial use.

★

Built-in Blower—Anti-friction replaceable bearings—No starting hole needed—Blades to cut all materials—Fits any heavy duty ¼" or ⅜" drill.

Super Saws and Blades are listed on Federal Supply Schedules, Class 40 Material.

Cutting opening in oak flooring in less than 3 minutes—no starting hole needed!

MAIL TODAY!

RCS TOOL SALES CORP.

JOLIET, ILLINOIS

Gentlemen:

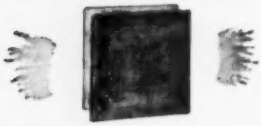
Please send us Bulletin L-6 and name of the nearest Super Saw distributor.

Name_____

Address_____

City_____ Zone____ State_____

PRACTICAL



What other material offers you the opportunities to create such interesting, new architectural effects that are so decorative . . . so useful . . . yet so practical. Home applications are practically limitless. Kitchen, bathroom, basement offer excellent opportunities for the use of Insulux Glass Block®.

BEAUTIFUL

This attractive glass block panel gives this modern bathroom light with privacy . . . adds to the room's decorative beauty. An easy wipe will keep the panel bright and sparkling.

ECONOMICAL

Compare the cost of sash, screen, and in cold climates, the storm window, plus shade or venetian blind against that of a lifetime panel of maintenance-free glass block. A panel can't rust or rot . . . never needs to be painted.

For more information, write Insulux Division, American Structural Products Company, Dept. AB6, Box 1035, Toledo 1, Ohio.

INSULUX GLASS BLOCK

INSULUX GLASS BLOCK

A product of the Owens-Illinois Glass Company

Colonial Cloak Hides Streamlined Offices

Architect
Harry B. Purdy

Associate Architect and Interior Decorator
Sevrin L. Stockmar

General Contractor
Ritchie Construction Co.
Stamford, Conn.

After 63 years of paying office rent in New York City, the New York Wire Cloth Company has established its executive headquarters at New Canaan, Connecticut, in its own unique building which ignores the usual motive behind today's modern design.

Though joining the growing trend to suburban sites for offices, the company broke sharply with the precedent of planning a structure with a striking appearance. Within a block of the town's business center, the red brick building conforms to traditional New England Colonial architecture. Its exterior, however, is a mere cloak for some very original thinking in contemporary design and furnishing.

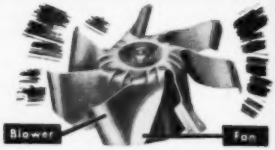
This new office headquarters of the New York Wire Cloth Company at New Canaan, Conn., appears as a cozy, one-story red brick Colonial building which might pass for a library or some similar public structure

Viewed head on, the new home office appears to be one-story in height and might well be mistaken for a community building. This entrance is actually at second floor level. Out of sight from the front is a full first floor at ground level on the other three sides, served by a private parking area and direct connection to the main business street. There are no glaring signs or other attention-stoppers, the name of the firm appearing only on a modest "shingle"—a conventional brass nameplate at the entrance.

Colonial atmosphere vanishes with the opening of the front door. After

(*Continued on page 244*)

Required: An electric ventilator *powerful* enough and *properly placed* to *really remove* steam, grease and odors.



Specified: Blo-Fan*

Because:

Blo-Fan is powerful—The fan element in this patented Blo-Fan blade feeds a large volume of air to the blower element which expels it with great power. That's why Blo-Fan delivers more air at moderate, *quiet* speeds than either a fan or blower type ventilator... This feature alone has gained wider and more enthusiastic acceptance for Blo-Fan than anything else...

Because:

Blo-Fan is properly placed—Designed for ceiling installation or in any inside or outside wall, Blo-Fan cooperates with nature by capturing and expelling steam, grease and odors as they naturally rise...That's why Blo-Fan is placed directly over the point of air pollution ...In the kitchen, bath, game room, laundry.

Because:

Blo-Fan has this switch—the 9-speed control on the Model 210 makes it as easy to control the rate of ventilation as it is to regulate the thermostat on a kitchen range.

The most imitated home ventilator in America

Manufacturers of Pry-Lites . . . the modern recessed lighting fixtures with snap-on fronts.
Stocked by more than 600 wholesalers in over 350 cities.
PRYNE AND CO., INC. Box B-62
Eastern Factory: Newark, New Jersey
Warehouses: Los Angeles, San Francisco, Chicago, Atlanta

*Trade Mark Reg.

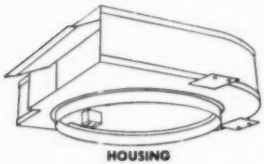
NEW VENTILATOR FOR THE MASS MARKET!

the FASCO

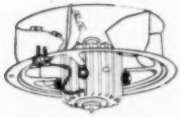
No. 728 "CEIL-N-WALL"

The lumberman—the builder—and the home-owner will all welcome this newest addition to the FASCO line.

Specifically designed for Kitchens, Bathrooms, Utility Rooms, Playrooms and the like, the "728" is expertly engineered, beautiful in appearance and amazingly low priced.



HOUSING



MOTOR AND IMPELLER

GRILLE

SPECIFICATIONS

Housing: heavy steel; fits between 14" or 16" center joists or in standard kitchen cabinets.

Motor: newly designed 4-pole type, resilient mounted to minimize vibration.

Impeller: 7" turbo-radial model, provides maximum air movement (325 CFM) with least noise.

Grille: heavy steel, chrome-plated.

Write for Detailed Catalog Sheets

FASCO Industries, Inc.

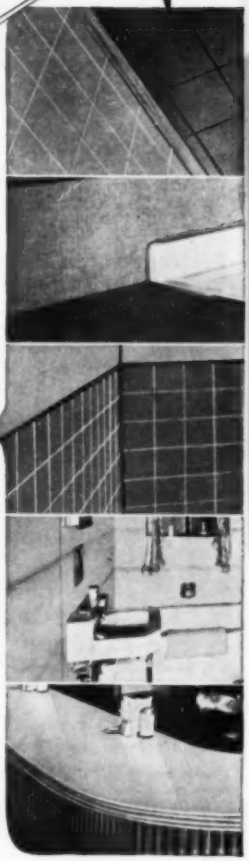
209 AUGUSTA STREET, ROCHESTER 2, NEW YORK

TUFF-BOND SUPER-STRENGTH ADHESIVES TOP THEM ALL!

for SECURE BONDING of

WALL TILE
GLASS
METAL
WOOD
CORK
INSULATION
WALLBOARD
ACOUSTICAL TILE
FABRIC
GEMCO HANGERS

ALSO FOR MANY GENERAL PURPOSE USES



Yes, Tuff-Bond sticks almost anything to anything! Perfected and produced especially for the building industry, these fine adhesives are tenacious, flexible, waterproof, easily applied, and assure exceptionally strong bonds. Available in different types for specific uses. Highly recommended by enthusiastic users the world over. Use Tuff-Bond adhesives on the next job and you'll agree that they are TOPS. Write, 'phone, wire . . .

GOODLOE E. MOORE
INCORPORATED
DANVILLE 8, ILLINOIS
In Canada: W. D. ELMSLIE, Ltd.
409 Notre Dame St., West, Montreal 11, Quebec

BOSTROM LEVELS

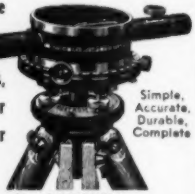
FOR HALF A CENTURY

No. 5 BOSTROM Convertible Level Detachable Compass when desired

Have been the most economical precision leveling instruments on the market.

Used and endorsed by contractors and builders everywhere. Sold on guarantee of satisfaction or money back.

Carried in stock by distributors from coast to coast. Write today for literature, prices, and name of our distributor near you.



Simple, Accurate, Durable, Complete

No. 4 BOSTROM Contractors' Level

Bostrom - Brady Mfg. Co.
535 Stonewall St., S. W. ATLANTA, GA.

READYBUILT

(Reg. U. S. Pat. Off.)

FIREPLACES

Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

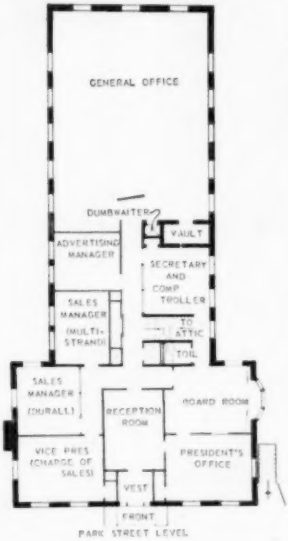
Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information.

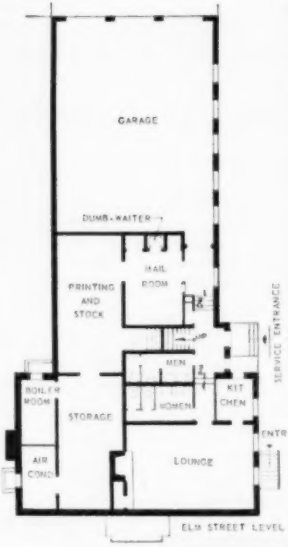
The READYBUILT PRODUCTS COMPANY
1705-23 McHenry Street Baltimore 23, Md.

(*Continued from page 242*)

passing a nearby Herculite door, which had to be marked in red and white stripes so that people would be sure to see it, one enters an attractive reception room, with yellow and pale



Plans show street level entrance at front for upper, office floor; on side and rear for lower, service floor



green striated plywood walls, an acoustical block ceiling—all illuminated by six directional spot lights

(*Continued on page 246*)

Eliminate "Butches"—He COULD have installed a READY HUNG DOOR.

ASK FOR Ready Hung DOORS

PAT. NO. 2,489,020 OTHERS PEND.

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

the EZ-WAY folding stairway

it's like adding *another* ROOM

Converting that waste space in the attic into usable, livable space is like adding another room . . . it's easy and economical too with an EZ-WAY folding stairway.

EZ-WAY folding stairways are completely assembled, jamb included, panel attached for easy installation.

- *Touch controlled—balanced spring action*
- *No counterweights*
- *Soft-walk strips on each step*
- *Sturdily built, modern in appearance*

Substitutes are not just as good!

Write for name of nearest distributor

EZ-WAY SALES, Inc.
Dept. S, Box 300, St. Paul Park, Minn.

In Beautiful Colors that last

Johns-Manville *Smoothgrain!*

The smooth-surfaced asbestos siding with deeply embedded ceramic granule texture and color

J-M Smoothgrain Asbestos Siding is fire-proof, rotproof, weather-proof and never needs paint to preserve it.

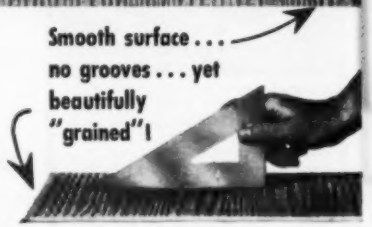
VIEWED FROM ANY ANGLE, J-M Smoothgrain Asbestos Siding has a strikingly "grained" texture, yet the surface is actually smooth.

This smooth surface resists soiling because it has no grooves to catch dirt. The rich "grained" texture and lasting colors are achieved by colored ceramic granules deeply embedded in the asbestos-cement. And this "graining" is so striking, it is hard for the eye to distinguish the vertical joints.

Smoothgrain Asbestos Siding has the same cross-section throughout. This makes it stronger, easier to cut sharp edges without chipping.

Send for the free full-color brochure that shows the outstanding variety of beautiful colors in which Smoothgrain Asbestos Siding is made. Write Johns-Manville, Box 60, New York 16, N. Y.

Johns-Manville



LINE YOUR LEVEL against the surface of the new J-M SMOOTHGRAIN Siding . . . you'll find it smooth and true. Look at its beauty from any angle . . . you'll see a rich texture of striking character!

Ask about the new pastel colors that provide "Springtime beauty the year 'round" — Suntan, Coral, Pastel Green!

LEVEL

THINKING

A·B·C BUDGET PLAN

BRANCH OFFICES
BALTIMORE
BIRMINGHAM
BOSTON
BUFFALO
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DALLAS
DAVENPORT
DENVER
DES MOINES
DETROIT
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MIAMI
MILWAUKEE
MINNEAPOLIS
NEW ORLEANS
NEWARK
OKLAHOMA CITY
OMAHA
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SOUTH BEND
TAMPA
TOLEDO

Smart dealers *feature* low-cost instalment financing. They quote low, monthly payments, NOT the over-all cost. On this easy selling level they *sell more* and close more orders *on the spot*. As easy as ABC.

ALLIED BUILDING CREDITS INC.

Property Improvement and Modernization Financing Specialists

General Office: Box 3426 Terminal Annex, Los Angeles 54

YOUR PAINT DEPARTMENT WILL GROW around a Red Devil paint conditioner

It allows you to sell *more* than just a can of paint—you offer your customers *factory fresh paint* at no extra charge. And no stirring is required. The live-action of this patented conditioner as it puts pigment back to work is a regular traffic-stopper, so feature related Red Devil items near it and watch paint profits soar. Also your standard equipment for blending "store-mixed" paints.

Display this two-color decal to identify yourself with Red Devil's national advertising — the sign of fresh conditioned paint.

NO. 30 PAINT CONDITIONER
Red Devil's exclusive patented eccentric-action develops 700 vigorous shakes a minute. Thoroughly freshens paint in less than 2 minutes. Complete with automatic timer.
7964 See Your Jobber

PRODUCT OF
Red Devil Tools.
Irvington 11, N. J., U. S. A.

(*Continued from page 244*)

recessed in the ceiling. The lighting emphasizes an elaborate bit of wire sculpture by Howard Brooks of Cranbrook, Mich., whose mural depicts the production of wire screening from beginning to distribution.

Grouped around the reception room are a half-dozen private offices and

Ceiling window in this sales manager's office admits unusual flood of natural light

Informal lounge where employees often gather for the morning coffee or lunch, served from a fully equipped kitchen. The massive fireplace centers a mural wall depicting community life. Tables fold up and chairs fit together for quick conversion to theater atmosphere when movies are to be shown

a conference room, each room furnished in accordance with the taste of the officer occupying it. Each space has an elaborate, highly polished desk in various L, T and U shapes, with no two alike. "We looked all over for furniture," explained Louis D. Root, president, "but didn't see anything we liked, so we designed all our own desks and other furniture, and had them built by cabinet makers."

Wastebaskets, dictating machines, card index files, and in-and-out files, are out of sight, all hidden in built-in compartments.

Halls connecting these rooms with the general office in the rear are finished in a fine-weave plastic wallpaper which can be hosed down for quick washing.

The building is said to be one of the first commercial structures to use the new General Electric remote control light-conditioning system. Master controls are located in the halls on each floor at the stairway.

A new type of recessed fluorescent

(*Continued on page 248*)

WOOD RESISTS DRY ROT

When Treated with CUPRINOL®

With just one thin application of Cuprinol you can protect any repair or construction lumber against rot, mildew and termites. It is easily applied by brush, spray or dip and takes paint perfectly. A gallon, brush applied, treats approx. 400 sq. ft.

And because Cuprinol is water repellent it reduces sufficiently the action of moisture to minimize the swelling and shrinking of doors, windows and fitted mill work. Reduces grain raising on plywood, too, and is non-toxic to handle for on-the-job treatment. Keeps good wood good.

At lumber dealers

CUPRINOL Division, Darworth Inc.
56 Maple Street • Simsbury, Conn.

The Only Guaranteed—Nationally Advertised

RED CEDAR CLOSET LINING

BROWN'S SUPERCEDAR

SEAL-PACKAGED
ALL WIDTHS 40' TO PKG.

Our national advertising is currently producing thousands of customer inquiries which are turned over to our dealers for follow-up. This interest in cedar closet lining represents a growing and active market. Brown's Super-Cedar is a fast-moving, profitable item as produced by the largest and oldest experts in the business. Sold only through leading jobbers and millwork distributors.

Write for Builders Folder and Consumer Booklet

PRODUCT OF
GEO. C. BROWN & CO., Inc.
GREENSBORO, N. C. Established 1896
LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD

When you build—

Be sure of Complete Electrical Convenience

"Plug-In" Strip assures convenient electrical living—an electric outlet for every lamp, radio, clock or other appliance—wherever, whenever it's needed. This all-steel multi-outlet wiring channel mounts as a flush trim on baseboard or molding—can be painted any color—provides outlets every 6" or 18" all around the room.

with **plug-in strip**

for living rooms

"Plug-In" Strip (Type CF-3) provides wall switch control for general lighting and constant service for clocks, radio, etc. Both services *from the same outlet.* Furniture can be arranged *at will* because there's *always* an outlet handy.

for kitchens

"Plug-In" Strip (Type CF-2) above kitchen counters provides *real* convenience. Outlets every 6" for toasters, coffee makers, grills, etc. eliminates trailing cords.

for bedrooms

"Plug-In" Strip gives a s-p-r-e-a-d of convenience outlets for all the appliances now used in the bedroom.

Architects and builders everywhere are specifying "Plug-In" Strip, the modern, easy way to convenient electrical living. Be sure your plans include "Plug-In" Strip—*The luxury feature for only pennies more!*

EVERYTHING IN WIRING POINTS TO

National Electric Products

National Electric Products Corp.
1329 Chamber of Commerce Bldg.
Pittsburgh 19, Pa.

Please send me further details on "Plug-In" Strip.

Name _____ Title _____

Company _____

Address _____

Write for complete information. Use this coupon.

New..New..New!

SLIDING SIDE DOOR FOR HOME GARAGES

with **Sterling** HARDWARE

In a Complete Packaged Set

Hinged side doors in home garages are always in the way.

Now, Sterling offers an easy solution to this problem. The new Sterling No. 890 Sliding Door Set is designed especially for sliding side doors in home garages. Here is a side door that is never in the way as it slides along the wall. The door can be made as wide as desired so lawn mowers and large equipment can be taken in and out of the garage easily!

Here is The Package!

Sterling No. 890 Sliding Door Set

1 Adjustable Hangers with **Track** for doors up to 3' wide.

2 Edge Guide aligns door in closed position and makes it secure.

3 Floor Guide eliminates need for track on the floor. No grooving of door.

4 Back Stop permits full door opening, yet protects fingers and key.

5 Flush Pulls. Large and comfortable for easy operation. Two furnished.

6 New! STERLING SLIDING DOOR LOCK. No. 1025 Rim Type Lock for sliding side doors. Not included in No. 890 Set.

Other STERLING PRODUCTS

- RESIDENTIAL SLIDING DOOR HARDWARE
- PULL-TITE CLOSERS
- CASEMENT WINDOW HARDWARE
- STORM SASH HARDWARE
- TRANSOM OPERATORS

Sterling HARDWARE *Nationally Advertised*

★ See our Catalog in Sweet's Architectural File 18d/ST and Builders' File 4e/ST

★ Visit our Display at . . . The Architects Samples Corp., New York City

WRITE TODAY FOR COMPLETE INFORMATION

STERLING HARDWARE MANUFACTURING CO.

2345 W. Nelson Street • Chicago 18, Illinois

Guarantee

Made of SIMONDS STEEL fully guaranteed against any defect in material or workmanship.

"...and these New SIMONDS

SI-CLONE

SAWS

are backed by

SIMONDS' GUARANTEE!"

That's right...and that Guarantee is based solidly on Simonds Quality, made famous by America's foremost sawmakers for over 75 years! Here, for the first time is a TOP LINE AT "POP" PRICES. And this Simonds line is *complete* . . . 13 saw-types (including dado-heads, carbide-tipped and metal cutting saws) up to 12" in diameter. Round or special-shape center holes for all electric hand saws. Finest saws made at these low prices, for home workshops, schools, contractors, and light industrial work. See your hardware dealer *today!*

RETAIL SELLING PRICES

For Rip, Cut Off, Easy Cut and Combination Saws

6" - $1.75	9" - $2.65
7" - 2.00	10" - 3.15
8" - 2.15	12" - 4.35

Supplied with Round or Special Shape Holes

As listed in Simonds Catalog "8"

SIMONDS SAW AND STEEL CO.

FITCHBURG, MASS.

Factory Branches in Boston, Chicago, San Francisco, and Portland, Ore. Canadian Factory in Montreal, Que.

(*Continued from page 246*)

lighting has been installed in the general office. A mesh photographed into the glass panels is said to prevent glare in the same manner as the more familiar "egg-crate" design without the latter's fault of collecting dust.

Space directly below the general office and equivalent in size is used as a six-car garage. Since it is heated, it can be quickly converted to additional office space, if desired. Another large room downstairs is the lounge, which is served by a completely equipped kitchen. Other quarters on the lower level include a mail room equipped with dumbwaiter connection to the offices, stock room, printing room, storage space, boiler and air-conditioning room and a section housing an automatic telephone switchboard.

High rents, congestion, lack of space for expansion plus a desire to live and work in the country all influenced the company to leave the crowded city, Root pointed out. Nation-wide distribution of screening and other products was unaffected, he said, since the company's three plants are all in Erie, Pa. Two private planes, based at a nearby airport, are used to keep in close touch with the plants, as well as to furnish quick transportation for salesmen.

Paneled storage wall in conference room conceals a public address system, record player used each afternoon for wired music concerts, recorder, movie projector and miscellaneous files and records

"We wanted the building to look as small and inconspicuous as possible," Root continued. Yet it contains about 10,000 square feet of usable space on two floors, plus a partial third floor or "expansion attic" now used as a research and product development center and as a library. The rear portion has a built-up roof to provide another floor, if needed.

Renew Your Subscription

WEATHER-BLOC *The Original*

Trade Mark

***Single Unit* VENTILATOR**

FOR GLASS BLOCK PANELS

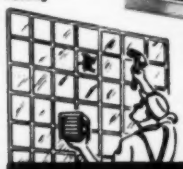
Patented U.S.A.—2565122 Canada—478095 Other Patents Pending

NO SACRIFICE OF BEAUTY OR PRIVACY

- **Controlled Ventilation**
- **Stainless Steel Body**

WEATHER-BLOC is available in 3 models in all standard glass block sizes. *STANDARD*—glass louvers outside and inside. *UTILITY*—stainless steel louvers outside and glass louvers inside. *ECONOMY*—stainless steel louvers outside and inside, 6 and 8 inch sizes only.

WEATHER-BLOC is engineered for use in *Homes, Stores,* and *Offices.* The outside presents a series of horizontal louvers which blend with glass block. The two louvers on the inside can be closed or opened to any degree with the flip of a finger, thus controlling the flow of air either upward or downward to any desired degree. Aluminum screen inside.



Easy to Install

IN OLD OR NEWLY COMPLETED GLASS BLOCK PANELS

Purchase Through Your Glass Block Dealer or Jobber

Nationally Distributed by

WINCO DISTRIBUTING & MFG. CO., Inc.

533 Bittner Street, St. Louis 15, Mo.

A Product of AIR RECTIFIERS, Inc. **WEATHER-BLOC**

3734 NORTH SOUTHPORT AVENUE • CHICAGO 13, ILLINOIS

PLAN NOW TO CASH IN ON CHICAGOLAND'S

Sixth Annual Home and Home Furnishings Festival

SEPTEMBER 14 - OCTOBER 5

Now is the time to make sure that you and your dealers will get your full share of the additional sales to be produced by the Chicagoland promotion which last year attracted more than 1,200,000 visitors.

Now in its sixth successful year, the Festival has played a leading role in making Chicago the nation's most intensively pre-sold market for homes and home merchandise.

TRIBUNE SUPPLEMENT TO LAUNCH FESTIVAL SELLING

On Sunday, September 14, the Chicago Tribune will launch the Festival with a special supplement describing the attractions on display for more than 1,000,000 Chicago Sunday Tribune families in Chicago and suburbs.

As Chicago's Number One sales producer for your industry, the Chicago Tribune reaches the huge audience that accounts for the bulk of the home spending to be developed during this event and offers you the strongest assurance of getting your full share.

EARLY PLANNING WILL BUILD MORE SALES FOR YOU!

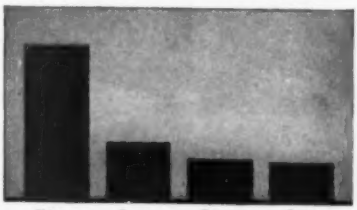
Forms for the Festival supplement will close on Friday, September 5. Plan now to add this sales-builder to your fall program. Consult with your advertising counsel today, or get full details from your nearest Chicago Tribune advertising representative.

BACKED BY THE TRADE!

The following 16 trade groups representing more than 11,000 members of your industry sponsor the Chicagoland Home and Home Furnishings Festival, in coöperation with the Chicago Tribune:

The American Furniture Mart
Chicago Floor Covering Association
Chicago Furniture Manufacturers Association
Chicago Metropolitan Home Builders Association
Chicago Retail Furniture Association
Chicago Retail Merchants Association
Electric Association
Furniture Fabric Men's Association
Lamp Manufacturers Association
Manufacturers Agents Club
The Merchandise Mart
National Association of Bedding Manufacturers
National Association of Music Merchants
National Retail Furniture Association
Peoples Gas Light & Coke Company
State Street Council

LEADING BY MORE THAN $4,500,000!



Chicago Tribune	Paper B	Paper C	Paper D
53.2%	19.7%	14.0%	13.1%

Retail and general advertisers of home merchandise in 1951 placed in the Chicago Tribune $7,283,856, or 53.2%, of their total promotion funds in Chicago newspapers. This was $4,589,568 more—170.3% more—than they placed in any other Chicago newspaper—and 13.6% more than they placed in all other Chicago newspapers combined.

CHICAGO TRIBUNE

THE WORLD'S GREATEST NEWSPAPER

ADVERTISING SALES REPRESENTATIVES

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.

For installing asbestos cement-type wallboard use Hassall wallboard drive screws. Specifically designed with spiral threading for better holding power. Supplied with nickel-plated finish with either casing or button heads. Advise quantities. Prompt delivery.

Hassall

JOHN HASSALL, INC.
190 Clay Street
Brooklyn 22, N. Y.
Established 1850

CARLSON
BIG CHIEF
¾ INCH WIDE 10 FOOT WHITE BLADE

Handy for all your measuring, the new BIG CHIEF is especially designed for extended overhead and reach-in measurements. The extra rigid ¾-inch wide blade extends farther horizontally, and a full 10 feet overhead without buckling. Easy-to-read white blade is graduated in feet and inches.

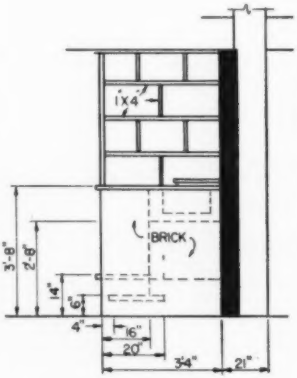
- Double graduations feet and inches
- Ten second blade change
- Easy-to-read crackproof white face
- Built-in automatic brake
- Easy-action swing-tip

ORDER FROM YOUR JOBBER TODAY
Produced under patents 2089209, 2510939

CARLSON & SULLIVAN, INC.
MONROVIA CALIFORNIA

How to Separate Entry From Living Area

This ingeniously designed fireplace wall serves as a separation between entrance door and living room. The fireplace is made of Laytile, a concrete product resembling cut stone. Note wood storage space and the convenient seat. Construction details are given in drawing below.



FIREPLACE WALL

New Asphalt Tile Color Classification Chart

A new color classification chart, designed to clarify for the trade the various asphalt tile manufacturers' color designations, has been issued by the Asphalt Tile Institute.

Twenty-eight colors are listed in the chart, which serves as a guide to show commercial equivalents of the various manufacturers' color lines which give the same color tone or effect.

Single copies of the chart may be obtained without charge from the institute's office at 101 Park Ave., New York 17, N. Y.

Save labor to move 16 tools from opening to opening—Install a READY HUNG DOOR with three tools.

ASK FOR
Ready Hung DOORS
PAT. NO. 2,409,020 OTHERS PEND.

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A
FORT WORTH, TEXAS

YOU BUY LOW-COST TRUSSES!!

Your American-bowstrings built economically—last a lifetime. Low first cost—no maintenance expense. Write today for your cost-cutting data.

AMERICAN *Roof* Truss

1038 East 87th — Chicago

Est. 1922

Aluminum Insulation Line Strengthened

The "H" or heavy duty line of Infra multiple accordion aluminum insulation is being strengthened through the conversion of the "peak" aluminum sheet to .002-inch thickness and the flat sheet to .001-inch thickness, Infra Insulation, Inc., New York City, has announced.

According to test data quoted, the flat sheets of the new weight insulation have a bursting strength (Mullen test) of 20 pounds per square inch and a tearing strength (Elmendorf test) of 35 grams; the .002-inch peak sheet a bursting strength of 52 pounds and a tearing strength of 80 grams.

Facts on Apprenticeship Given in New Booklet

A new and enlarged edition of "The National Apprenticeship Program" has been published by the U. S. Department of Labor. The booklet explains what apprenticeship is, the occupations in which training is given, how programs are established, functions of the Department's Bureau of Apprenticeship, state apprenticeship agencies and joint management-labor apprenticeship committees.

Builders! Carpenters! Contractors!

Now! a 78" LEVEL

ONLY $13.85 post paid

The only 78" Level—there's no other like it. Use for setting door jambs and window frames.

6 VIAL — ALUMINUM PRECISION-BUILT

Use either end or edge up. 4 plumbs, 2 levels. Light, strong aluminum alloy. 7⅝" x 2¼" x 78". I-beam construction, far stronger than a casting. Non-warp. Weight only 4¼ lbs.

No Factory Repairs Needed

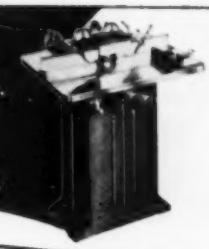
Equipped with EZ set glass holders. Replaceable in a minute with an ordinary screw driver. Extra spirit tube holders mailed—only 50 cents each.

72" size $12.50. Sent express prepaid cash with order.

PATENTS PENDING

SIMPLEX LEVEL CO.
E. Warren Ave.
DETROIT 7 MICHIGAN

HOW TO BUILD FOR LESS



- Free yourself from high mill charges.
- Avoid long waits for specials
- Keep your men busy on off days.
- Save hours spent in trips to the mill.

MAKE YOUR OWN

- Commercial sash—double hung and casement
- Trim—including base, shoe, crown and cove mold
- Matching old style millwork
- Raised panel doors
- Storm windows and screens
- Interior panelling
- Nosed stair treads
- Lipped cupboard doors
- Special windows
- Drawer fronts

Boice-Crane Large Capacity Precision Shaper

Bigger. Rugged. Low priced. Copes and rabbetts at the same time without a stub shaft. Makes longer tenons . . . up to 2¼". Tenons pass under the long swing cope and tenon cutter.

AMPLE POWERING

Top speed is sustained for free, steady cutting. 7200 r.p.m. models, powered with 1750 r.p.m. high torque motors up to 1½ h.p., which outpull and outperform any others. 10,000 r.p.m. models, powered with 3600 r.p.m. motors. Opposite hand models in pairs, priced far under average double-spindle shapers.

SAFER TWO WAYS

The only shaper having ½" and ¾" cutting arbors formed on a solid precision-ground, one-piece spindle. Safer than any two-piece type. Arbor size changed by merely inverting quill. Cutter capacity up to 6¼" dia. x 3" wide. The strong 1" dia. spindle and large table opening, which provides for nested table rings, permits "under-cutting" setups, with any cutters up to 6¼" dia. lowered below the table and under the stock for far greater safety.
Vertical spindle travel: 1⅜". Improved guard and work hold-down. Table (has miter-gauge groove): 20" x 27½". With front wing: 28" x 27½". Floor to table: 35".

FOR 40 YEARS AMERICA'S MOST IMITATED POWER TOOLS BOICE CRANE

AVAILABLE NOW

through industrial supply distributors.

TRU-FORM CUTTERS
SAFE · ECONOMICAL
(with involute relief)

assure easier, cleaner cutting. Always cut true, original shape and dimensions. Improved clearance for high speed shaping throughout the 50% longer life of the cutter. Less cutting edge crumbling than straight relief cutters. Precision formed from uniformly deep-hardened fine tungsten tool steel. Razor sharp. Individual cutters and sets for all cabinet work, millwork, window and storm sash and doors.

A Rapid Production Spindle Sander-Grinder for as Little as $165.00!

All the important features of high priced machines. Compact, portable, rugged. Sands wood and does internal and external grinding of plastics and metals up to six inches thick. Contours as sharp as ⅛" radius. (with special equipment down to ⅛" radius). Bevels 0 to 45°. Table, 20" x 20", tilts 45° two ways for beveling, drafting patterns and core-box work. Handles 1", 1½", 2" and 3" abrasive sleeves. Drum, 9" long (6" above table) oscillates with ½" stroke. Sands silky smooth even with the coarse, faster-cutting, longer-lived abrasives. Rotating parts run in oil bath. Oscillating mechanism mounted on precision ball bearings. Vibrationless.

Finer, Faster Surface Finishing of All Industrial Materials!

HAND-STROKE BELT SANDER-SURFACE GRINDER

Lowest cost. Work always face up. Eliminates guesswork. Reduces spoilage. No time lost turning the part over to check results. Instant control from light "spot" touch-up to deep "all-over" cut. Serves as drum sander on contours and irregular shapes. Drums 10" dia., 7" wide. Rolling 18" x 60" work table, plus hand stroking, results in a satiny finish. Table travel: 18 inches. Handles materials up to 36" wide—60" long, 4" thick. Unlimited length capacity on stock up to 12" wide.

BOICE-CRANE COMPANY
966 Central Avenue Toledo 6, Ohio

Please send free literature on
( ) Shaper ( ) Shaper Cutters
( ) Spindle Sander ( ) Belt Sander

Name
Street
City & State

SOIL COMPACTION
Speeds Up FILL JOBS!

Use BARCO RAMMERS

SAVE labor, cut costs, and do a better job when you place *earth fill.* End the expense and nuisance of going back to add more dirt and repair unsightly sunken holes. Use Barco Rammers to tamp loose earth to original degree of *compaction* IMMEDIATELY!

Experienced home builders and construction superintendents report that a Barco Rammer easily pays for itself by getting work done quickly.

ASK FOR DEMONSTRATION

The Barco Rammer is a new tool with many uses! Anyone can operate it. Easy to start; no adjusting—just "lift the handle!" It tamps backfill to high degree of compaction at amazingly low cost—Let us show you actual figures. Ask for our nearest distributor to give you a demonstration.

• Send for CATALOG No. 621

BARCO MANUFACTURING COMPANY
1823G Winnemac Ave.,
Chicago 40, Illinois
Builders of Portable Gasoline HAMMERS and RAMMERS

New Device Is Short-Cut For Taping Wallboard

A new seam-taping device for wallboard, which applies cement and tape in one operation, has been developed by Debs Decorators, Madison, Wis.

The applicator, called the "Spread Easy," is simple in operation. Tape is threaded through the feeding gauge and the tank filled with cement. Then, when the tape rolls out it is coated with cement and ready to cover the seam. A scraper may be used for final pressing and to remove excess cement.

Mitered inserts are provided for taping inside and outside corners. These inserts crease the tape as it is pulled through the applicator.

The applicator holds tape rolls of up to 250 feet.

How to Maintain Asphalt Tile Floors Told in New Folder

A new folder containing instructions and recommendations for the proper care and maintenance of asphalt tile floors has been released by the Asphalt Tile Institute. Included are simple rules for cleaning and waxing, and information on types of casters, glides and other floor protection equipment.

An occasional washing with a diluted warm suds solution of a good neutral soap or cleaner is all that is needed to keep asphalt tile floors clean and attractive, according to the folder. After washing, the floor should be thoroughly rinsed with clear water, then dry-mopped to remove all traces of soap and dirt.

The institute continues to recommend water emulsion waxes. It warns against waxes containing solvents such as benzine, oils or other solvents which will permanently soften the tile. Under no circumstances should varnish lacquers, shellac or other plastic finishes be used, the booklet says.

The folder was prepared by the institute's floor protection committee. Single copies may be obtained without charge from the institute at 101 Park Avenue, New York 17, N.Y.

PARKS PLANERS

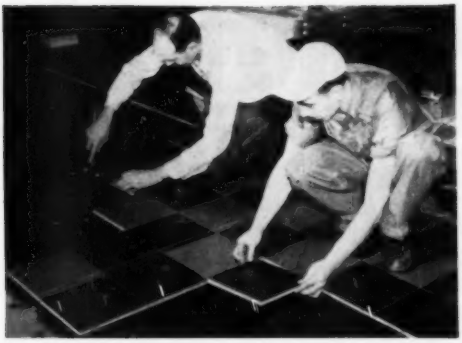
20" THICKNESS PLANER
The Parks No. 20

A modernly designed, low-priced, high-speed 20" x 6" planer that meets the surfacing needs of every type of woodworking shop. Ruggedly built for vibrationless operation—assuring quality work, increased production and low operating costs. Provides two feed speeds—20 and 40 F. P. M. and 40 and 80 F. P. M. Four-knife cutterhead has speed of 3600 R. P. M. Complete descriptive literature on request.

Also Available
12" THICKNESS PLANER

A compact, heavy-duty 12"x4" machine that offers precision and ruggedness at low price. Literature on request.

The PARKS WOODWORKING MACHINE COMPANY
Manufacturers of Quality Woodworking Machines Since 1887
DEPT. 30-H, 1546 KNOWLTON STREET, CINCINNATI 25, OHIO



PAPREG-PLYWOOD tile floor in Forest Products Laboratory lobby was laid in tile cement on concrete subfloor. More than 1,500 feet was applied in checkerboard pattern

New Flooring Material

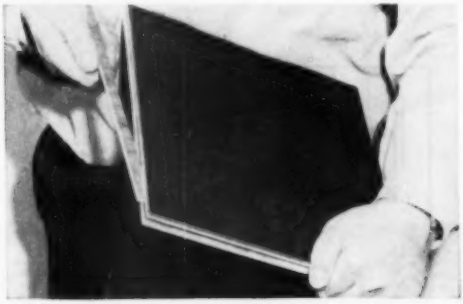
A new type of flooring, paper-plastic and plywood, developed by the U.S. Forest Products Laboratory in Madison, Wis., was recently laid in the laboratory's main lobby. The wearing surface of the new floor is made of a thin skin of resin-treated paper said to be much harder and several times more scuff-resistant than other flooring made of forest products.

The material, which is still in the experimental stage and not made commercially, is fabricated by gluing thin skins of the plastic to five-ply Douglas fir plywood. The top skin is 0.09-inch thick. A thinner skin is glued to the underside of the panels to give the floor high dimensional stability.

R. J. Seidl, laboratory paper chemist, said the papreg-plywood flooring is an outgrowth of its housing research and is being tried out as a possible new type for modern basementless houses with concrete slab subfloors.

The plastic is made by pressing numerous sheets of resin-impregnated paper at high temperatures into thin sheets of solid plastic. The product is the result of research by the laboratory in World War II to find a substitute for scarce sheet metals. Called papreg, it was used for airplane parts, such as gunners' seats and turrets, wing tips, and flooring.

According to Seidl, the new floor is expected to require very little maintenance. He believes that nothing more than conventional cleaning will be necessary to preserve the natural luster.



PLYWOOD BASE and spline for joining are shown in this close-up

AMWELD®
the Leader in
"K-D" STEEL SLIDING
CLOSET DOOR UNITS
A low cost—complete
—quality product

Panels, header, jambs, track and hardware—complete in plainly marked, sturdy corrugated carton.

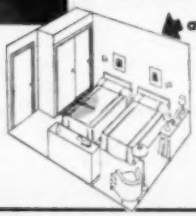
Amweld Interior Steel Doors and Frames

The preference of builders and home owners everywhere because their attractive, modern flush design matches all types of architecture — they're easy to clean and keep clean — they require no maintenance, the cost is low and installation time is fast.

★ AMWELD, the original knocked-down steel sliding closet door unit has been copied but never duplicated! There are more AMWELD "K-D" Units in use than any others. What makes AMWELD so popular? There are many reasons — here are a few:

- Low Original Cost
- Costs Less to Install than Wood
- A Screwdriver is the Only Tool Needed
- Won't Warp, Crack, Shrink or Burn
- Silent, Easy, Lifetime, Trouble-Free Operation
- Prime Coated — A Smooth Satin-Like Surface
- Will Take Any Desired Color, Finish or Wallpaper
- Quiet — Adjustable Guide Keepers Keep Doors Quiet and Prevent Derailing
- Available for 3, 4, 5 and 6-foot openings
- Available NOW

and look at all the space you save



. . . from 6 to 9 square feet of floor space (shaded area) required for a swing door. AMWELD Sliding Closet Doors permit use of all this space PLUS wall space and full access to closet contents.

DEALERS ask us to send you complete information on how to become an AMWELD dealer.

BUILDING PRODUCTS DIVISION

THE AMERICAN WELDING & MANUFACTURING CO.

310 DIETZ ROAD • • WARREN, OHIO

CUT LABOR COSTS... SPEED PRODUCTION

WITH THIS NEW...

K+E

BUILDERS' TRANSIT-LEVEL

Accurate, Precise, Solidly Built

This *modern* builders' transit-level will out-perform any other instrument on the market . . . pay for itself, over and over again, in *decreased* labor costs, *increased* efficiency and output. It's *today's* way to do all of these jobs faster, more accurately than ever before:

- MEASURE FROM PROPERTY LINES
- LAY OUT ANGLES
- LEVEL UP EXCAVATIONS FOR FOUNDATIONS
- SET SLOPES FOR DRAINAGE OR SEWAGE
- STAKE OUT BUILDINGS
- DETERMINE THE AMOUNTS OF CUT AND FILL
- PLUMB VERTICAL LINES
- SET GRADES FOR THRESHOLDS, SILLS, LINTELS, ETC.
- SET STAKES FOR GRADING PROPERTY
- SET CONCRETE FORMS TO LINE AND GRADE

Focuses on Objects as Close as 3 Feet Away

The durable materials, simple design and superior workmanship in K&E's Builders' Transit-Level assure accurate adjustment throughout years of rugged service. It's easy to operate; and its telescope is so good that you can see objects, quickly and clearly, even in poor light or inside buildings—actually focus on objects as close as three feet away!

For details of the No. N5155 K&E BUILDERS' TRANSIT-LEVEL (a transit and a level in one instrument), the No. 5153 K&E BUILDERS' LEVEL or K&E Leveling Rods, write to your nearest K&E distributor or to Keuffel & Esser Co., Hoboken, N. J. Easy-to-follow instructions with each instrument.

K+E

Drafting, Reproduction and Surveying Equipment and Materials, Slide Rules, Measuring Tapes.

KEUFFEL & ESSER CO.

EST. 1867

Drafting, Reproduction, Surveying Equipment and Materials. Slide Rules, Measuring Tapes

NEW YORK • HOBOKEN, N. J.

CHICAGO • ST. LOUIS • DETROIT • SAN FRANCISCO

LOS ANGELES • MONTREAL

Plan Prefabrication Of Steel Shelters

Since U. S. Steel's purchase of Gunnison Homes, the Corporation's engineers and metallurgists have been experimenting with light gage steel as the material for factory-produced houses. Demonstration all-steel houses have been successfully built by Gunnison during the past two years. Gunnison has the green light to prefabricate low-cost all-steel shelters for use as field hospitals, barracks and mess halls.

A new Gunnison plant is to be built at Shiremanstown, near Harrisburg, Penna., for production of the

All-steel prefab demonstration house built by Gunnison Homes in Pearl River, N. Y.

new Gunnison Military Shelter. The factory will have 260,000 square feet, is expected to begin production in the spring of 1953. That it will switch from military shelters to all-steel houses, the instant defense conditions permit, seems certain.

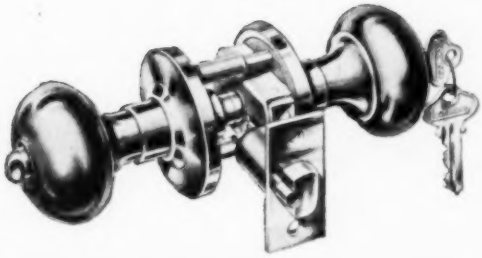
The basic building to be manufactured initially at Shiremanstown for military purposes is 20 by 48 feet, and will be packaged as a unit weighing 13½ tons. All sections are joined together by pin and wedge fasteners, making the building easy to assemble and to demount. Foundation members will be adjustable steel-plate base pedestals. No excavation is required.

Key unit in Gunnison's new all-steel construction system is the wall panel. This consists of a rectangular frame of steel channels around which the outside and inside steel sheets are wrapped and separated from the structural member by a layer of Fiberglas insulation bonded to the facing sheets. Each wall panel is 2½ inches thick, is coated with rubber-glass paint to give a tough wearing surface. A panel weighs 169 pounds solid, 210 pounds with window, 316 pounds with door. Insulation used on splines and at other points is a specially treated wood fibre which gives air-tight seals.

Roof and floor panels are similar to the wall panels. Splines of insulated steel are inserted at the joints of roof and wall panels, locking panels together in weather-tight seals.

ECONOMY + QUALITY

...In Locksets for Housing and Light Construction



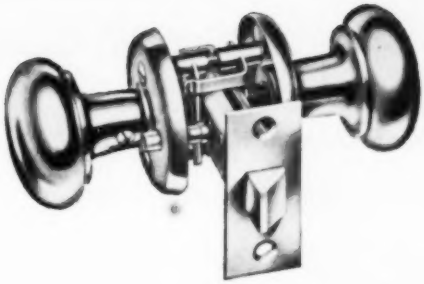
FOR EXTERIOR DOORS

Lockwood Standard Duty Key 'n Knob Set . . . for exterior doors in homes, apartments and other types of light construction. Equalized knob projection on doors 1¾" or 1⅜" thick . . . quick installation . . . made of proven materials only. A real business-builder!

Sell LOCKWOOD for easier sales!

FOR INTERIOR DOORS

Lockwood Bor-a-lign Lockset is designed for quick, low-cost installation. Functions for passage, bath and bedroom doors. Steel aligning units guarantee free working assembly of knobs, trim and lock on door. Packs plenty of sales appeal!



Engineered to save on installation costs . . . only 2 bored holes required. Add to this the "know how" in use of proven materials only, acquired by many years of experience . . . and the sound engineering design that assures smooth performance and lasting satisfaction to the user. Install Lockwood and save wisely!

See our CATALOG in SWEET'S FILE ARCHITECTURAL

Lockwood

LOCKWOOD HARDWARE MANUFACTURING CO.
FITCHBURG, MASSACHUSETTS

"G-E Remote-Control Wiring Helped Me Sell $2,000,000 in Homes

"At a cost of about $50 per home, we have added a real selling tool to our Lake Park Estates project in Dallas," says James D. Crow of James A. Crow & Company, builders. "We've featured remote control in our advertising and made it part of our selling program."

James D. Crow Reports From Dallas on G-E Remote-Control Wiring

"In the first stages of planning for our Lake Park Estates project, we decided to offer real convenience in living," reports James D. Crow. "We knew the G-E remote-control master selector switch was the modern symbol of convenience, and we decided to capitalize on it in selling our homes which are priced at $25,000 and $40,000.

"As the project progressed, we were pleased to find that a complete remote-control wiring system with master selector switch cost only about $50 more than a conventional wiring system. In our larger homes, with selector switches, for complete on-off control of lights at two convenient points, the extra cost ran about $70 more than conventional wiring.

"We feel our decision to use G-E remote control has been a sound one. It has given us a good point for our advertising, and it has given us a good talking point in our selling. And, most important, our home buyers are completely sold on it," concludes Mr. Crow.

"I WASN'T TOO SURE *remote control could be installed economically," says Clyde Grubb, of Globe Electric, electrical contractors. "But, after the first few installations, we found we could make a good installation with real speed at low cost."*

"DEFINITELY HELPED US SELL," *says Marvin Eder, of Service Realty and Investment Company, Peoria, Ill., about G-E remote control. "We've used it in two projects totaling 63 homes, and we are particularly pleased with the master selector switch as a sales tool."*

"YOU CAN OPERATE LIGHTS WITH YOUR ELBOWS *when your hands are full," says Mrs. R. S. Olson in the Brandywine Homes development, at Wilmington, Del. "We added this convenience for about $35 per home," reports Philip Karl, vice-president of Culhane Construction Company, builders.*

"MASTER SELECTOR SWITCH *is the feature that starts conversation," reports Arthur Nalbandian, president of American Builders, Inc., Hackensack, N. J. "Twenty thousand people have come out to see it in our homes at Closter, N. J."*

GET THESE IMPORTANT SELLING AIDS

1. CONTRACTOR'S MANUAL—Thirty-six-page manual gives you all the facts — layout, wiring diagrams, and important installation hints. Let this booklet bring you up to date on G-E remote control.

2. CONSUMER BOOKLET—To explain the advantages of G-E remote-control wiring to your prospects, General Electric offers an informative, 8-page booklet. Write for a copy of the Remote-Control Consumer booklet, and ask for information on obtaining it in quantity.

3. LOCAL ADVERTISING MATERIAL—A complete package of advertising material has been prepared for use with your remote-control program. Ask for this important selling aid.

For any of these aids, see your G-E Construction Materials distributor, or write Section D28-62, Construction Materials Division, General Electric Company, Bridgeport 2, Connecticut.

G-E Remote Control saves copper, too

Because G-E remote control uses small-diameter, low-voltage control wiring, you can now wire five houses using no more copper than it takes to wire four homes by conventional wiring.

IN COLUMBIA, S. C., *remote control has really taken hold. Consulting Engineer, G. H. Preacher has designed it into a number of commercial and public buildings in that city.*

You can put your confidence in—

GENERAL ELECTRIC

Display that Demonstrates

Actual model of Ualco Jalousie Window is feature of this display prepared by the Union Aluminum Co., Inc., Sheffield, Ala. Glass louvers set in aluminum frame may be opened and closed.

New Dealer Ad Manual

A revised edition of its advertising manual for dealers has been released by Youngstown Kitchens, Mullins Manufacturing Corp., Warren, Ohio. The new manual contains 130 pages of indexed illustrations of mats, photos and other materials available for dealer advertising. It also offers suggestions for using the materials and preparing ads.

New BEVIL DEVIL

Insulation Board Set

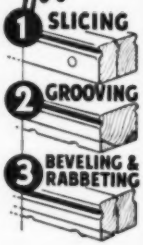
ALL-PURPOSE SET . . . the tools you need for insulation board jobs. Sharp, strong, specially ground blades cut through toughest insulation boards leaving clean, smooth edges. Three tools—five blades.

All for $5.85

Sent postage paid anywhere in U.S.A.

Extra Bevil-Devil Blades, of selected steel, ground to cut insulation board—package of 100 for $4.00, postage paid.

for



KIMBALL MANUFACTURING COMPANY, INC.

1629 SYCAMORE ROYAL OAK, MICH.

Smart "FLOOR" PLANS FEATURE PARKAY

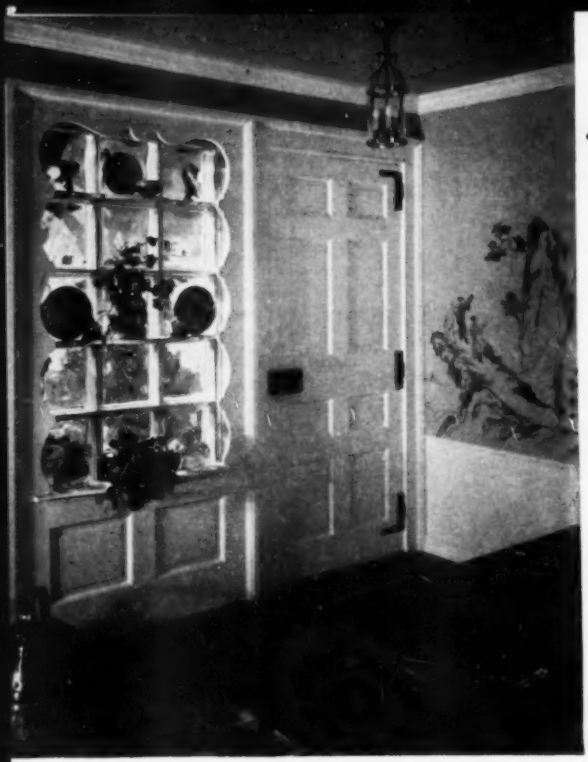
The Genuine Hardwood Flooring 3/16" Thick for Economy—Factory Finished for Beauty

Parkay gives you smart styling at substantial savings. This genuine hardwood flooring is only 3/16" thick—conserving costly material without sacrificing wearing surface; permitting use with other resilient floor materials, without changing floor levels.

Parkay is factory finished, assuring a lasting lustre and richness that would be difficult and costly to duplicate on the job. It is applied with Parkay Adhesive over any smooth, sound subsurface—wood or cement. Once down, it's ready for immediate use—a beautiful and enduring hardwood floor that costs little or no more than ordinary strip finished on the job.

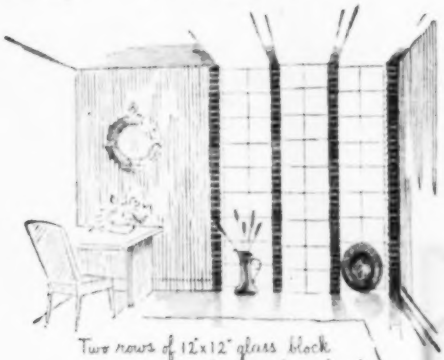
Parkay flooring of choice American Oak is offered in 9" x 9" Tiles and 9" wide Broadboard in random lengths. Both may also be used to produce attractive paneled walls. See Sweet's Architectural File or write direct for free literature and sample. Parkay, Incorporated, Dept. B, Louisville 9, Ky.

PARKAY READY-FINISHED HARDWOOD FOR FLOORS AND WALLS

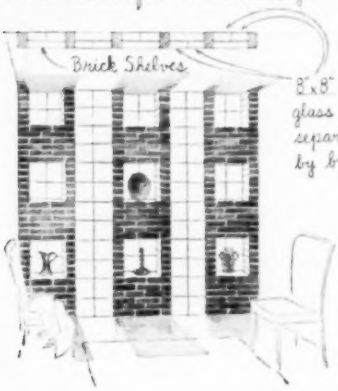


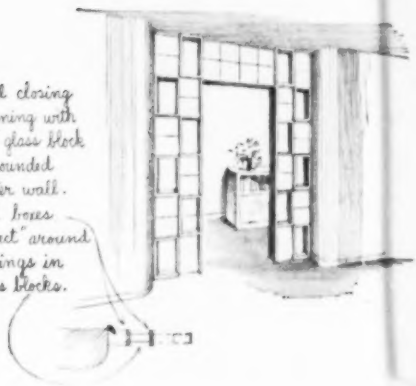
Panel of random clear glass block adds to the colonial charm of the entranceway.

. . . from the INSULUX sketch book

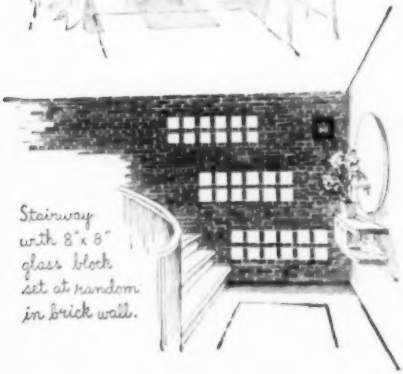


Two rows of 12"x12" glass block in staggered plane with vertical brick "fins".





Partial closing of opening with 8"x8" glass block in rounded plaster wall. Wood boxes "project" around openings in glass blocks.



Stairway with 8"x 8" glass block set at random in brick wall.

Use INSULUX and include light—exclude sight

WHAT OTHER MATERIAL offers you the opportunities to create such interesting, new architectural effects that are so decorative . . . so useful . . . yet so practical.

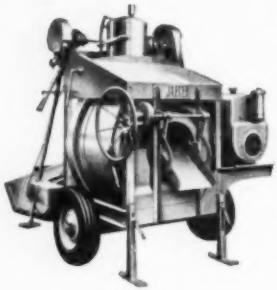
Write to Insulux, American Structural Products Company, Dept. AB6, Box 1035, Toledo 1, Ohio, for specifications using Insulux Glass Block® in these or other designs.

INSULUX GLASS BLOCK

A product of the Owens-Illinois Glass Company, Toledo 1, Ohio

INSULUX GLASS BLOCK

Get more work done for wages paid with Jaeger-ENGINEERED equipment



Jaeger 3½ S "Auto Loader": Mixes 12 to 15 more yds. of concrete a day because it can be loaded while previous batch is being mixed, then hopper automatically *shakes* load into drum in a flash. Jaeger engineered for long life. Machined steel drum tracks ride on carwheel rollers. Automotive transmission.

6S, 11S and 16S Mixers, with Jaeger "Skip Shaker" loader and "Dual Mix" drum, are fastest charging and discharging mixers built for bigger work.

New Jaeger 3½ ft. Plaster-Mortar Mixer: Will mix more material—faster, more thoroughly. Has 3½ ft. capacity instead of usual 3. Four mixing blades instead of usual two. Only 29" wide, 34" high. For the small job or for larger jobs where two small mixers offer greater flexibility than a large machine.

Jaeger Hoister Tower: Speeds construction, cuts placing costs, eliminates cost of scaffolding. Quickly assembles on the ground to 37'—goes up under its own power. Add 10' extensions up to 67' with gin pole. Exclusive automatic safety device prevents platform from falling if cable breaks. Transport trailer attachment.

Jaeger Model 75 and 125 ft. Compressors give you up to 25% more air than others, to get more work done with the same men and tools.

Jaeger "Sure Prime" Pumps are compact, portable, yet have big capacity. Light 5100 and 9000 gph aluminum models, semi-steel pumps from 4000 to 240,000 gph. Recognized as leading line.

Write for catalogs on any of these machines or see your Jaeger distributor.

THE JAEGER MACHINE COMPANY

521 Dublin Ave., Columbus 16, Ohio

Distributors in 153 cities

New College Course In Home Building Offers B.S. Degree

A new college course in home building leading to a degree will be available to students next fall through cooperation of the nation's home builders, it has been announced.

The course, carrying a B.S. degree in Business Administration, will be offered by Trinity University, San Antonio, according to the National Association of Home Builders. It is the result of three-way cooperation between the builders' group, the university, and the Housing Research Foundation of the Southwest Research Institute.

The course will offer college training in the various subjects making up the business of home building. According to the NAHB, it will emphasize business problems faced by home builders, as well as technical subjects, such as construction, site planning, land use, market analysis and merchandising. "On the job" training also will be required of students, with home builders employing them on actual building jobs during their college work.

Although a number of colleges and universities offer courses in home building, the Trinity University course is the first new one to grow out of efforts by the NAHB to encourage additional professional training courses in the business and to expanding existing ones. In the case of Trinity University, the professional training committee of the association reviewed the proposed curriculum; members of the association in San Antonio acted as consultants to the university in setting up the courses, and the research division of the Housing and Home Finance Agency was consulted as to its ideas.

Acting as the general coordinator of the project was C. W. Smith, director of the Housing Research Foundation of the SWRI. The latter Institute is located adjacent to the University at San Antonio. Members of the Institute staff will assist in teaching the courses and its research facilities will be used.

The four-year course will offer basic college work in the first two years, followed by two years training in subjects such as materials and construction, equipment and utilities, production techniques, design, planning, cost control, mortgage financing, FHA and VA procedures, legal problems, and general operations of the home building business. Prominent builders will lecture at the school on a variety of topics such as land planning, market analysis, merchandising and other subjects.

THOROSEAL

SCORES ANOTHER

HOME RUN

at the Braves Field

General contractor and technical supervisor of Standard Dry Wall Products, Inc., plan correction of an extreme condition existing in bleacher seats at Braves Field, Boston, Massachusetts.

Above photograph shows THOROSEAL FOUNDATION COATING being grouted into upper, or wearing, surface of bleacher seats.

Right photograph shows soffits of concrete seats where concrete has blistered away from reinforcing rods. Rods were sandblasted and sealed with THORITE Patching Mortar and entire undersurface sealed with THOROSEAL.

General contractor, Henry Gironi, Allston, Massachusetts, an expert, with long experience in masonry maintenance, rehabilitation and surface protection, performs correction task on Braves Field, with satisfaction to all concerned. Waterproofing Products, Inc., Allston, Massachusetts, furnished the materials.

THORITE Patching Mortar was used for sealing rods and patching cracks and blisters in concrete. THOROSEAL FOUNDATION COATING was used for grouting wearing surfaces.

"HOW TO DO IT." Get our new 20-PAGE BROCHURE, with designer's guide. Pictorially described, in detail

Standard Dry 40th YEAR **Wall Products**

NEW EAGLE, PENNSYLVANIA

BUILDING BOOK ORDER SERVICE:

Here's an easy way to get new essential information that will help you increase your income. Every volume a standard work by leading authority. Remember—it's the informed builder who is the successful builder.

ESTIMATING

1. THE BUILDING ESTIMATOR'S REFERENCE BOOK and Vest Pocket Estimator (not sold separately). By Frank R. Walker. Contains latest estimating and cost data on everything that goes into house construction. Most complete compilation of estimating and cost data available. $12.00.
2. SIMPLIFIED CARPENTRY ESTIMATING. By J. W. Wilson and Cleil M. Rogers. Everything needed to take-off a bill of materials from set of plans and specifications for a frame house—with many helpful quick-reference tables and short-cut methods that simplify the work. $3.75.
3. CONTRACTOR'S MATERIAL LIST. A 10-column take-off form for complete listing of materials and labor costs. $1.00.
4. SPECIFICATIONS. Full set of detailed house specifications (and item index), with spaces for inserting the pertinent description data. $.50.

CARPENTRY AND BUILDING

5. HOUSE CONSTRUCTION DETAILS. Compiled by Nelson L. Burbank. Exact working guide on every detail of house construction from foundation to finish. Tells dimensions, materials, processes, step-by-step working methods. $4.75.
6. HOUSE CARPENTRY AND JOINERY. By Nelson L. Burbank. Every step of carpentry in and around a house, clearly explained and illustrated. Covers every job from foundation forms to interior trim. $4.75.
7. PRACTICAL JOB POINTERS. More than 850 "tricks of the trade," short cuts, kinks and modern methods of doing all kinds of carpentry and building repair jobs. Cross-indexed for quick reference. Fully illustrated. $4.50.
8. FUNDAMENTALS OF CARPENTRY. By Walter E. Durbahn. Complete house carpentry course in two volumes. Outstanding value. $7.50.
9. STEEL SQUARE. By Gilbert Townsend. This how-to-do-it steel square instruction book provides fundamentals plus step-by-step house construction problems solved by proper steel square use. $2.25.
10. STAIR BUILDING. By Gilbert Townsend. Fully illustrated explanation of every problem in design and construction of stairs. $2.50.

PLAN BOOKS

11. SUNSET WESTERN RANCH HOUSES. Authoritative book on the California ranch house, with thorough pictorial descriptions and ground floor and site drawings. $3.00.
12. DUPLEX AND APARTMENT HOUSES. By J. W. Lindstrom. Floor plan sketches and brief descriptions of 35 duplexes, 11 4-apartment buildings, and 5 larger ones ranging from 6 to 12 apartments. Cubic footage given. $1.50.

PAINTING AND DECORATING

13. PAINTING AND DECORATING CRAFTSMAN'S MANUAL. Sponsored by the Painting and Decorating Contractors of America. $2.00.

HEATING AND PLUMBING

14. HEATING, COOLING AND AIR CONDITIONING HANDBOOK. A handy reference manual and practical instruction book. 706 pages. 351 illustrations. $4.00.
15. HOW TO DESIGN AND INSTALL PLUMBING. By A. J. Matthias, Jr. Every step in the design and installation of the plumbing system, to fulfill requirements indicated in blueprints and specifications, explained and illustrated. $3.50.

BRICKWORK AND MASONRY

16. THE ART OF BRICKLAYING. By J. Edgar Ray. Basic bricklaying job instruction, many illustrations, glossary, special scaffolding and cement block chapters. $4.00.
17. MASONRY SIMPLIFIED. Vol. II. Practical masonry procedures in the various phases of construction, from building forms for concrete to constructing fireplaces and septic tank systems. Includes discussion of handling new products such as glass blocks, waterproofing mixtures and insulating blocks. $5.00

ELECTRIC WIRING

18. INTERIOR ELECTRIC WIRING AND ESTIMATING. By Albert Uhl, A. L. Nelson and C. H. Dunlap. How-to-do-it book on interior wiring and cost estimating. $2.75.
19. WESTINGHOUSE HOME WIRING HANDBOOK. By A. Carl Bredahl. A guide for planning the wiring of moderate-price homes, with emphasis on safety, effectiveness and efficiency. $1.00.

MISCELLANEOUS

20. ARCHITECTURAL DRAWING FOR THE BUILDING TRADES. By J. E. Kenney and John P. McGrail. A practical book of drawing instruction for builders and contractors as well as for students and draftsmen. Excellent show-how illustrations. $4.00.
21. A REFERENCE HANDBOOK for Construction Engineers, Architects, Builders, Superintendents of Construction and Building Construction Foremen. By H. G. Richey. A basic reference and data book covering all building trades. 1600 pages. $10.00.
22. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS. Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. $3.50.

FREE with Your Order

23. MODERN METHODS OF HOME HEATING. Standard heating systems illustrated with 17 floor plans showing heating outlets, 40 photos of equipment and installations, 25 boiler and piping connection diagrams, and 11 heat loss calculating tables. $0.50. *Your copy sent FREE if your Order totals $5.00 or more. Use coupon below—mail today!*

Book Service Dept., American Builder
30 Church St., New York 7, N. Y.

Please send me at once the books indicated by the numbers circled below. Remittance (plus 10c per book to cover mailing costs) enclosed for .....

1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22 23*

*No. 23 sent FREE if order totals $5 or more

Name .....

Street .....

City, State .....

A. B. 6-52

★ Proof of *Thermopane's* acceptance and performance.

★ Proof that it fills a need in all buildings.

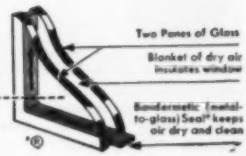
★ Proof that you can recommend it and use it with confidence!

LIBBEY·OWENS·FORD GLASS COMPANY

362 Nicholas Bldg., Toledo 3, Ohio

LOF GLASS *Thermopane* LOOK FOR THE NAME ON THE SEAL BETWEEN THE PANES

FOR BETTER VISION SPECIFY THERMOPANE MADE WITH POLISHED PLATE GLASS



American Builder Announces Important Staff Changes

JAMES G. LYNE, president and chief executive officer of Simmons-Boardman Publishing Corporation, has been named publisher of *American Builder*. Mr. Lyne has been connected with the Simmons-Boardman Publishing Corporation since 1920, when he entered its service as a junior editor after brief experience as a newspaper reporter. He has been a director of the corporation since 1942 and was elected executive vice president in 1948, becoming president in 1950. In 1949-51 he was chairman of the Associated Business Publications. He holds an A.B. degree from the University of Kansas, and a Ph.D. from New York University.

Conrad J. Wageman has been appointed publishing director of *American Builder*. He becomes the active executive head with complete jurisdiction over all departments. Mr. Wageman was assistant publisher and advertising sales director. He has been with the Simmons-Boardman Publishing Corporation since 1930. For the past sixteen years he has been the central territory manager of *American Builder*, with headquarters in Ann Arbor, Michigan. He moved to Chicago in 1951 to become advertising sales director. Mr. Wageman was made a vice president of the corporation in 1943 and became a director in 1948. He has been identified with the construction and publication industries for the past thirty years, beginning as a detailer and draftsman for the Austin Company of Chicago, and leaving to enter the publishing business.

Fred A. Clark, vice president and director of Simmons-Boardman Publishing Corporation in charge of western territory advertising sales, has been appointed business manager for *American Builder*. He joined *American Builder* in 1940 as advertising salesman. He became western advertising sales manager in 1945. He was made a vice president of the corporation in 1948, and became a director in 1950.

Robert H. Morris resigned as publisher of *American Builder* on April 15. He also resigned as vice president and director of the Simmons-Boardman Publishing Corporation. For several years he has been developing some theories and ideas regarding the distribution of building products. His resignation was prompted by a desire to devote himself exclusively to applying his ideas practically in the light construction industry.

Youngstown Kitchens Announces Plan for Home Week Promotion

Cooperating with the National Association of Home Builders and its local affiliates, Youngstown Kitchens has announced a merchandising plan for builders exhibiting homes during National Home Week, September 14-21.

The plan, which is being explained at local association meetings, is based on the added "selling power" of completely equipped kitchens in the exhibit homes and joint promotion by builder and manufacturer.

MERCHANDISING PLAN for *National Home Week* was announced by Mullins Manufacturing Corp. in "Youngstown Kitchens Merchandiser."

"Overhead Door" overlooked in April issue

The April issue of *American Builder*—the *Builder-Dealer Catalog Directory*—failed to include "Overhead Door" in the listing of brand names. "Overhead Door" is the copyrighted trademark of the Overhead Door Corporation of Hartford City, Indiana, and it should have been listed as follows:

"Overhead Door"—Overhead Door Corp., Hartford City, Ind. Other listings for Overhead Door Corp. should have been as follows:

Door Operators, Automatic
Door Operators, Garage
Doors, Garage, Metal
Doors, Garage, Overhead Type Metal
Hardware, Garage, Upward-Acting
Hardware, Garage Door

Send today

for handsome "Right from House Beautiful" display cards . . . an effective tie-in newspaper mat as shown below. They're available free of charge.

1. ALLENCO LAWN TOOLS
2. AVON SPRINKLER
3. BLUE RIDGE TRANSLUCENT WALLS
* BRIGGS & STRATTON GASOLINE ENGINES
4. CASE PLUMBING FIXTURES
5. CHRYSLER AIRTEMP AIR CONDITIONER

FOR EXTRA CUSTOMERS, HIGHER PROFITS

use your top resources' advertising in July

HOUSE BEAUTIFUL

. . . by tying in with local ads and eye-catching display cards!

Plan now **to build profitable point-of-sale promotions around the ideas you'll find in these helpful trade messages from typical best-sellers in the July issue. . . .**

Let **CHRYSLER AIRTEMP** "Comfort Zone" units keep your house livable and healthful. Small or large, economical or elaborate, there is a combination of heating units to fit. Handsome appearance and superior workmanship coupled with competent installation and service facilities assure your customers the best.

• • •

The **AIR DRIER** (electric dehumidifier) is the "hottest" new profit item in the appliance field. Dealers sell 7 out of 10 demonstrations. To dramatize the **OASIS** Air Drier, the Ebco Mfg. Co. has developed the Moisture Monster character which is featured in the July issue of *House Beautiful*. Dealers tieing in by using the Moisture Monster display on their floor will get new profits now.

• • •

GENERAL ELECTRIC'S AIR-WELL HEATING SYSTEM gives extra comfort in every type of house at no extra cost. Completely pre-engineered, it assures warm floors and warm outer walls, prevents hot blasts or cold drafts, allows freedom of furniture placement. Ideal for summer cooling too, which may be added later — a big plus value to help move homes faster.

• • •

Build an **OUTDOOR FIREPLACE** — the subject of a profusely illustrated 32 page book containing complete details and plans of numerous fireplace designs, information on needed materials, construction helps, cooking tips and recipes. Title is "How to Enjoy an Outdoor Cook-Nook". Price 25c. Majestic Co., Huntington, Indiana.

• • •

Sanitary garbage storage — safeguards against breeding disease spreading insects — is one of the advantages of **MAJESTIC UNDERGROUND GARBAGE RECEIVER**. Housing with step-operated lid is buried in the ground conveniently near kitchen door. Removable inner can simplifies removal by collector. Free folder by writing the Majestic Co., Huntington, Indiana.

• • •

CRABGRASS AHEAD . . . and millions having lawns infested with this pest will be shopping for **SCUTL**. Developed by **SCOTTS** research, Scutl cleans out crabgrass without injuring or even discoloring good grass. Applied dry in a jiffy by hand or with spreader. Several easy applications does a better job than days of tedious hand digging.

• • •

SUNBEAM HEDGE TRIMMER answers needs of all shrubbery, hedges, ornamental trees, etc. Powerful, high speed, lighter, easier to handle. Saves time, gives perfect results without arm-aching drudgery. Perfect for side trimming and shaping — cutting weeds, coarse grasses. A precision instrument and powered to do long tedious trimming jobs.

• • •

SUNBEAM RAIN KING AUTOMATIC is ideal as a sprinkler for wide lawns or narrow parkway. Control dial can be set instantly for any area 5 to 10 feet. Whether set for small or large areas, the spray is always broken up by the speed of the revolving arms to provide a natural rain-like shower.

• • •

There's no limit on Beauty in a **TILE-TEX VITACHROME FLOOR**. For especially light, bright, preferred colors in low cost greaseproof resilient floor tile, see what Vitachrome offers. The Tile-Tex Division offers a free color catalog that gives all the details. See their full page color ad.

For display cards, mounted with July advertisements you want to feature, check any or all of the products on the listing below that are preceded by a number. For a mat, in which product names can easily be inserted, check the square indicated. Fill in your name and mailing address, mail to: Merchandising Division, House Beautiful Magazine, 572 Madison Avenue, New York 22, N. Y.

6. CRYSTAL MIST LAWN SPRINKLER
7. CURTIS SILENTITE WINDOWS
8. CUTLER-HAMMER MULTI-BREAKER
9. FAIRBANKS-MORSE ELECTRIC MOWER
10. FIRESTONE FOAMEX CUSHIONING
11. HOMKO POWER MOWER
12. HUNTER WINDOW FANS
* HYPONEX PLANT FOOD
13. IN-SINK-ERATOR
14. JANITROL HEATING EQUIPMENT
15. KENTILE KENCORK FLOORING
16. KOHLER PLUMBING FIXTURES
17. KOOL VENT AWNINGS
18. LIBBEY-OWENS-FORD MIRRORS
* MAJESTIC OUTDOOR FIREPLACE
19. MAJESTIC UNDERGROUND GARBAGE RECEIVER
20. MISSISSIPPI STRUCTURAL GLASS
21. MUELLER CLIMATROL
22. NATIONAL GUARD SCREEN DOOR GRILLE
23. OASIS AIR DRIER
24. PHILCO FREEZER
25. PRECISION FOLDING STAIRWAY
26. PONDEROSA PINE WOODWORK
27. RUSTICRAFT WOVEN PICKET FENCES
28. RUDD GAS WATER HEATER
29. SCHAEFER PAK-A-WAY HOME FREEZER
30. SCOTTS SCUTL FOR CRABGRASS
31. SUNBEAM HEDGE TRIMMER
32. SUNBEAM RAIN KING SPRINKLER
33. TRIM MASTER, JUNIOR
34. VITACHROME FLOORING BY TILE-TEX
* WEBSTER BASEBOARD HEATING
35. WEEDONE BY AMERICAN CHEMICAL PAINT
45. TOLEDO LAVANETTE

* No Counter Card Available.

☐ Seen in House Beautiful Magazine.

NAME _____

ADDRESS _____

CITY _____

AMB JULY

FACTS FOR BUILDERS

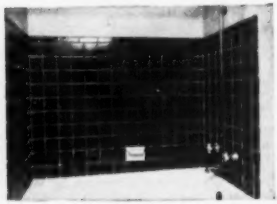
ABOUT "CONSTRUCTION BY ADHESION"*

MIRACLE ADHESIVES CORP.
214 E. 53 St. • New York 22, N. Y.
"CONSTRUCTION BY ADHESION"
*Reg. U.S. Pat. Off.

HERE ARE NEW METHODS WHICH MEAN SUBSTANTIAL SAVINGS IN LABOR AND MATERIALS FOR MODERN CONSTRUCTION

in both *NEW* building and *MODERNIZATION*

WRITE TODAY FOR RECOMMENDED SPECIFICATIONS ON
1. Setting Genuine Clay Tile. 2. Insulating Ducts. 3. Insulating walls and ceilings either by Direct Adhesion or in conjunction with Surface Anchors. 4. Installing floor runners; bonding furring strips.



1.

Today it is normal procedure to install clay tile in hotel bathrooms without losing a night's revenue. This illustration shows one of the 144 rooms in the White Plaza Hotel, Dallas, Texas, in which MIRACLE ADHESIVE was used to do the job from the time the guest left his room in the morning until he returned that afternoon.

2.

Plaster applied over wire and cork which has been attached to aluminum ducts using MIRACLE ADHESIVE and MIRACLE SPINDLE ANCHORS at John Hancock Mutual Life Insurance Co. Building, Boston, Mass. ARCHITECT, Cream and Ferguson. BUILDER, Turner Construction Co.

3.

FIBERGLAS Insulation Type PF-613, 2" thick — bonded to concrete ceiling using MIRACLE PRONGED ANCHORS at Radio City Studio 6B, New York, N. Y. CONTRACTOR, William J. Scully, Inc., New York, N. Y.

4.

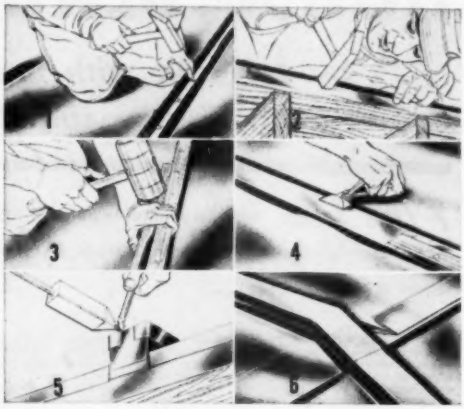
WOOD RUNNERS installed on concrete floors with MIRACLE ADHESIVE and MIRACLE ANCHOR NAILS to support 3" solid partitions. Washington Circle Apartments, Washington, D.C. GENERAL CONTRACTOR, Charles H. Tompkins Company.

VISIT MIRACLE EXHIBIT AT ARCHITECTS' SAMPLES CORP.
101 PARK AVE., NEW YORK CITY

Distributed Coast to Coast—and in Canada

How to Construct a Batten Seam Roof

One of the factors in a revival of this traditional roof pattern is the availability of continuous rolls of seamless terne metal in 50-foot lengths and widths of 14, 20, 24 and 28 inches. These widths make possible a variety of spacing without waste. Techniques differ, but here are the steps in one type of batten seam roof.



1. The terne metal roll is opened with the painted side down and cut to length. The lengthwise edges are turned up to the height of the batten to be used plus ½-inch. The strip is secured to the roof by cleats, which should be staggered.

2. For the roof edge, a length of terne metal is cut two inches wide. One-half inch is bent at a right angle to the rest, and the strip is then nailed to the edge of the roof sheathing so that the ½-inch leg projects below the sheathing. The lower end of the roofing strip is trimmed ½-inch beyond the edge strip. The upturned edges are snipped so that they will bend where the roofing strip meets the edge strip, and the ½-inch overhang is turned over the edge strip and crimped around it, following which it is malleted down to cover the nail.

3. The batten is nailed in place between the roofing strips, and the projecting half-inch of roofing strip on either side of the batten is malleted down away from it. A second batten is used to form a right-angle bend.

4. The terne batten cap is placed over the batten with its edges slipped over the extended edges of the roofing strips. Its width should be the width of the batten plus two inches. Crimp cap edges down by means of hand tongs, forming a single locked seam.

5. The ends of the seam portion of the strip are cut, bent around the edge of the batten and nailed. The doubled-over portions of the batten cap are snipped about ¾-inch beyond the end of the batten and the corners are cut out. The top of the cap is bent down over the edge of the batten and the doubled ends are bent over. The entire assembly is malleted as flat as possible. All joints not double locked are soldered.

6. At the ridge of the roof, the end of the batten cap is bent over to form a continuous batten seam, overlaying the cap on the opposite seam by about six inches. Both batten caps are malleted down. Overlapping roofing strips are malleted and soldered to Z-shaped cleats nailed to the roof. All joints not double locked should be thoroughly soldered.

3 STOCK WINDOWS

. . . cut building costs

take care of every room in the house

KITCHEN WINDOW

$13.40
COMPLETE WITH SCREENS

Catalog No. 2313L. Glides open and shut with fingertip ease. Provides maximum light and fresh air . . . has about 33% more glass area and 20% more opening area than ordinary kitchen window (a pair of 24" x 16" sash). Also ideal for use in the bathroom. Includes complete hardware and lifetime metal screen.

MULTI-PURPOSE WINDOW

$15.35
COMPLETE WITH SCREENS

Catalog No. 2414L. Flood your rooms with about one-third more daylight, more fresh air and better controlled ventilation than you get with an ordinary sliding type window (pair of 24" x 24" sash). Ideal for the bedroom, dining room, library, breakfast nook. Includes complete hardware and lifetime metal screen.

LIVING ROOM WINDOW

$30.30
COMPLETE WITH SCREENS

Catalog No. 5424P. A beautiful 7-foot wide window with large glass picture area about 4' x 4', and full height ventilators on both ends (approximately 1½' wide by 4' high). Built in one shop-fabricated unit. Includes complete hardware and two lifetime metal screens.

•Prices shown include Leverlite Adjusters (for Rotolite add $1 per ventilator) and are F.O.B. Factory. Transportation and Local Sales Tax extra.

USE Copco's "BIG 3" ECONOMY LINE!

COMPARE COPCO PRICES . . . *and*
COPCO quality with ANY other windows ANYWHERE!

In addition to the "Big 3" Economy Line, COPCO offers a complete line of standard residence casements. Also, COPCO furnishes many other quality metal building products—attractively priced—including basement and utility windows, medicine cabinets, formed steel lintels, tube columns, package receivers, clothes chute doors, cleanout doors, etc.

See your local retailer of lumber and building materials . . . or mail coupon below.

FOR Quality ON A BUDGET — METAL BUILDING PRODUCTS by Copco — DETROIT — U. S. A.

Copco Steel & Engineering Company
Metal Building Products Division
14306 Grand River Avenue
Detroit 27, Michigan

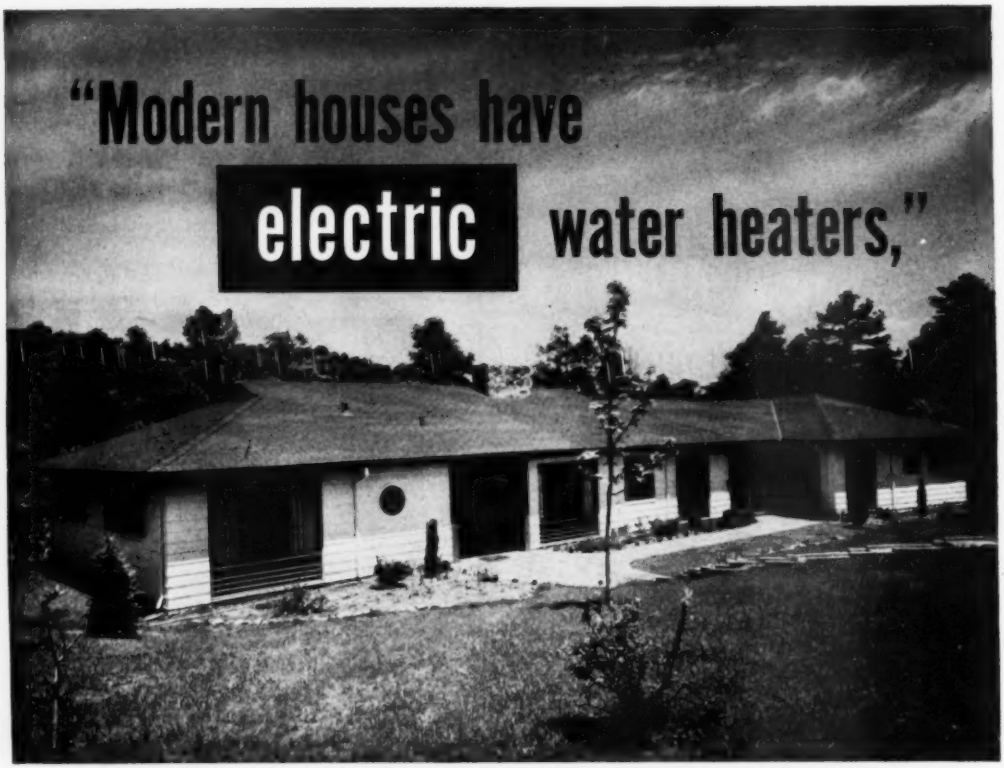
Without obligation, please send me additional information on

- ☐ COPCO'S "BIG 3" Economy Line
- ☐ COPCO'S standard line of residence casements
- ☐ Other COPCO metal building products

NAME _____

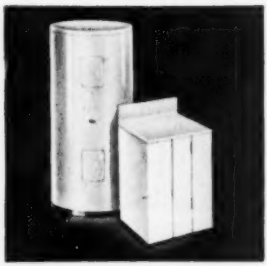
ADDRESS _____

CITY _____ ZONE _____ STATE _____



This Knoxville house designed by Mr. Bartling and built by Fonde-Bartling, has exterior of weatherboard concrete block, electric ceiling radiant heat, and louver type sash. And the two water heaters . . . of course, they're ELECTRIC!

says Knoxville builder M. L. BARTLING, Jr.



"For the last 13 years we have specialized in all-electric houses," says Mr. Bartling, "featuring not only electric water heaters but electric heat as well. We have built them in all price ranges up to $40,000. People buying *any* size house today insist upon really automatic hot water. With the *Electric* Water Heater we can give them what they want. The cleanness of operation pleases them, too —as does the economy of operation due to the short hot water lines and the fully-insulated tank. We find installation easy, because there's no flue or vent. Heating water electrically is the modern method for the modern house."

Equip Your Homes with

electric water heaters

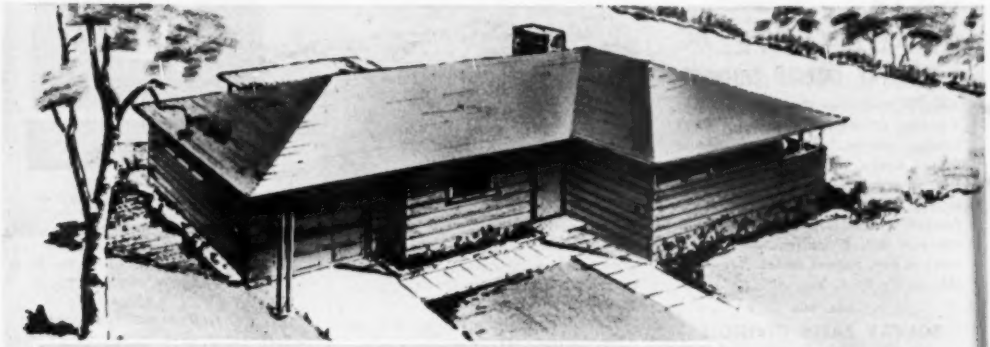
THEY'RE WHAT PEOPLE WANT!

ELECTRIC WATER HEATER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLEY • DEEPFREEZE
FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM
JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX
RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • WESIX • WESTINGHOUSE

NOW — Successful Builders Tell You In Their Own Words

WHY They're Switching To WADSWORTH'S MODULAR METHODS!



Wadsworth Homes are not *"Pre-fabs!"* They are built in modular sections, by skilled craftsmen, working under precision conditions in the Wadsworth factory. They are sold only to builders who have an established reputation for quality construction. Look what these builders themselves have to say:

EARL SWISHER
Swisher Bros. Construction Co.
Kansas City, Kansas

"Speed spells dollars in the profit column of our operation. Wadsworth modular sections go up fast. Now, our conventional homes are out of the weather faster, insuring us against weather tie-ups and loss! That's why our 200-house project is under way in record time with Wadsworth producing 60% of my skilled work in factory jigs."

DALE T. KIRLIN
Home Building Contractor
Quincy, Illinois

"You've perfected a method that permits year 'round employment of my crews. Completion of more jobs affects my annual profit by a goodly percentage."

JAMES D. BRADFIELD
Building Contractor
Emporia, Kansas

"I held my crews together all winter by "roughing in" your homes in one good day. Your second loads for each house were inside out of the weather. Bad weather just can't knock you for a loss when men and materials are inside!"

JAMES A. ALLEN
Allen Construction Company
Kansas City, Kansas

"The materials throughout are far superior . . . In fact, Wadsworth Homes in the rough are a dramatic display of quality that actually sells other homes!"

Get These Wadsworth Advantages
- 24-Hour Rough-In
- Year 'Round Building
- Quick Acceptance For Financing
- Bigger Profits From More Sales of Better Homes!

If you are a builder with a quality reputation to protect, you will be interested in the many advantages that Wadsworth modular methods can offer you. Write to us today, on your letterhead. We'll make arrangements for a factory representative to call on you.

Wadsworth HOMES, Inc.
Fairfax Industrial District of Kansas City

ABSORB DAMPNESS!

In Basements, Closets, etc. with the SOLVAY

AIR-DRYETTE, JR.

and SOLVAY CALCIUM CHLORIDE

Absorbs moisture—the cause of rust, warping, mildew in workshops, darkrooms, closets, playrooms, storage rooms, vaults. Built to last for years. Big capacity. Works fast, absorbs up to 3½ qts. per day. Compact, inexpensive, clean, safe, odorless. Thousands in use. Write for booklet and name of your nearest dealer. Not available on Pacific Coast.

Dept. 34-6

SOLVAY SALES DIVISION

Allied Chemical & Dye Corporation

40 Rector St., N. Y. 6, N. Y.

The NEW TWIN SLIDE BATHROOM CABINET by Standard

NEW . . . chrome picture frame mirror sliding door Bathroom Cabinet . . . with more than Double the area of ordinary cabinets.

- Heavy Gauge Metal Construction
- Selected Plate Glass Mirrors
- Whisper Slide Effortless Operation

Standard BUILDING PRODUCTS CO. 621 McDONALD AVENUE BROOKLYN 18, N. Y.

Please send information on "TWIN-SLIDE" CABINETS.

Name

Address

City State

☐ Architect ☐ Wholesaler ☐ Builder

☐ Contractor ☐ Dealer ☐

Judges Choose Winners in NRLDA Public Relations Contest

Entries in the 1952 Public Relations Contest for lumber dealers, sponsored by the National Retail Lumber Dealers Association, were judged in Chicago on May 1. The judges were a board of business magazine editors assembled by E. B. Wilson, public relations counsel for the association.

Nearly 150 entries were displayed for the judges, who after several hours of screening, named ten winners for national awards. In addition to these, nine honorable mentions were recommended for national recognition, and state and regional winners were designated.

Following are the ten national winners:

Edward Hines Lumber Co., Chicago. Donation of bags of scrap lumber to youth and other organizations, and construction and promotion of a wooden lung for emergency purposes.

Kaercher Lumber Co., Ortonville, Minn. Treasure hunt sponsored annually for children.

Beaver Dam Mfg. & Supply Co., Beaver Dam, Kentucky. Radio programs, civic leadership and salute to 4-H Club.

The A. W. Burritt Co., Bridgeport, Connecticut. Use of advertising space to promote home ownership, and talks to local organizations about retail lumber industry.

Dain Supply Co., Mahopac, New York. Participation in community services and activities by employees.

Armstrong Bros. Lumber Co., San Angelo, Texas. The San Angelo plan for low-cost housing.

Temple Lumber Co., Kerrville, Texas. Staged church pageant, loaning trucks for civic occasions, holding civic and public offices.

Charlottesville Lumber Co., Charlottesville, Va. Donation of lumber books to schools, donation of materials, radio programs to promote home building, various civic activities.

Pocatello Lumber Co., Pocatello, Idaho. Cash awards annually for design competition at State College, donations of paint, donations to charitable institutions.

Clover Leaf Lumber Co., Edgar, Wisconsin. Purchased industrial site to donate to any enterprise who will locate in town. Information on milk storage standards for farmers.

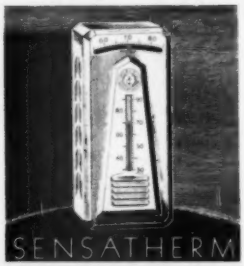
The following companies were rec-

(*Continued on page 272*)

MERCOID

AUTOMATIC CONTROLS FOR THE HOME AND INDUSTRY AT LARGE

100% MERCURY SWITCH EQUIPPED



SENSATHERM

The thermostat of beauty and mechanical perfection

Thousands of home owners are enjoying the proven accuracy and year after year of dependability of this notable room thermostat in maintaining uniform room temperature without encountering unnecessary service expense.

Write for Mercoid Catalog No. 700

THE MERCOID CORPORATION

4203 BELMONT AVENUE • CHICAGO, ILLINOIS

IT PAYS TO GET THE BEST

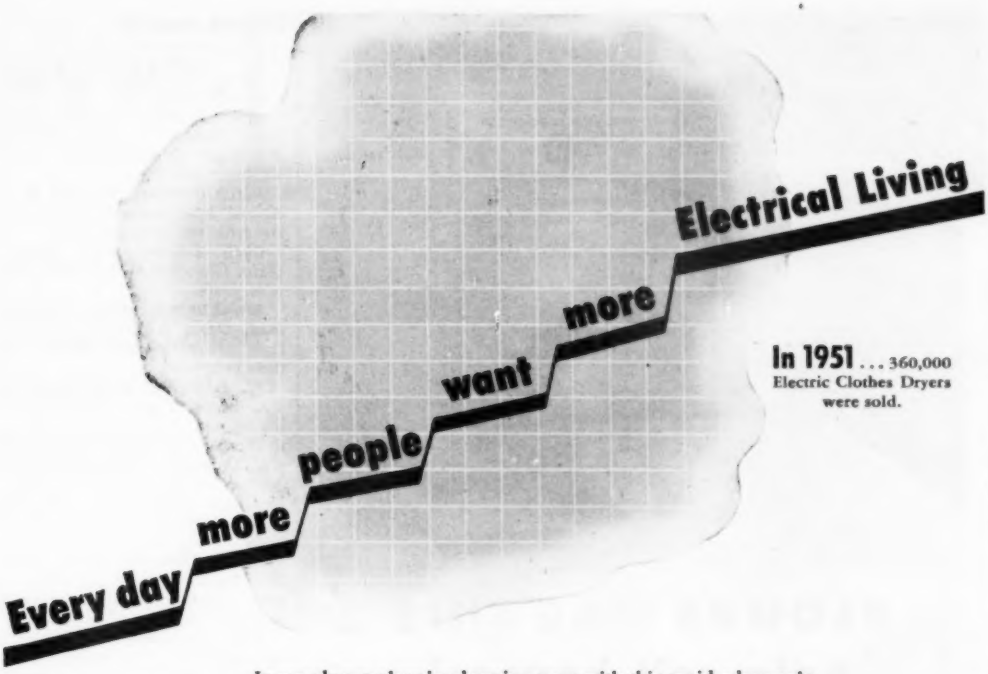
Save 3½ days water hauls—With READY HUNG DOORS, 4 days work is done in ½ day.

ASK FOR Ready Hung DOORS

THE NEW DOOR AND FRAME PACKAGED UNIT

READY HUNG DOOR CORP., DEPT. A

FORT WORTH, TEXAS



In 1951 . . . 360,000 Electric Clothes Dryers were sold.

In 1947 . . . 38,000 Electric Clothes Dryers were sold.

Is your home planning keeping pace with this rapid advance in public demand for electrical living?

Westinghouse has made extensive study of better planning to fill this demand . . . at lowest possible cost . . . to meet the needs of any pocketbook.

Westinghouse products are accepted as proof of quality of the electrical installation in homes you design or build.

If you would like complete details, send for our file of booklets that will show you why electrical planning pays, and how you can get the most from your electrical dollars.

Better Homes Bureau, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. G-10230

YOU CAN BE SURE . . . IF IT'S Westinghouse

Westinghouse Products for Better Electrical Living

- Frost-Free® Refrigerators
- Speed-Electric Ranges
- Wash-Well® Dishwashers
- Waste-Away® Food Waste Disposer
- Poweraire® Ventilating Fan
- Home Freezers
- Decorative Micarta® Counter Tops
- Laundromat® Automatic Washers
- Electric Clothes Dryer
- Electric Water Heaters
- Electric Wall Heaters
- Bryant Wiring Devices
- Precipitron® Air Cleaner
- Unitaire® Air Conditioners
- Electric Dehumidifier
- Westinghouse Lamps
- Westinghouse Television and Radio

Better Homes Bureau, Dept. AB-6
Westinghouse Electric Corporation
P. O. Box 868, Pittsburgh 30, Pa.

Please send me free booklets on Electrical Planning.

Name _____

Company _____

Street _____

City _____ Zone ____ State _____

FLOORS LIKE THIS help sell houses!

You make your houses easier to sell when you use quality floors of Wright Rubber Tile in key rooms.

Many builders have found that it costs no more to use genuine Wright Rubber Tile in the kitchen and baths of the homes they build. They have also found that this simple change adds hundreds of dollars to the sales price.

Make a controlled test on the next pair of houses you build. Make everything similar except the floors, and see which house sells fastest. You, too, will standardize on floors of Wright Rubber Tile.

WRIGHT MANUFACTURING COMPANY
5203 Post Oak Road Houston 5, Texas

WRIGHT RUBBER TILE

3453

FLOORS OF DISTINCTION

- WRIGHTEX—Soft Rubber Tile
- WRIGHTFLOR—Hard Surface Rubber Tile
- WRIGHT-ON-TOP Compression Cove Base

NRLDA Contest

(*Continued from page 270*)

ommended for honorable mention on a national basis.

New Bedford Lumber Corp., New Bedford, Massachusetts. Newspaper information on use of VA and FHA.

Patch Brothers, Dryden, N. Y. Annual letter requesting comments and criticisms from customers.

Carli Lumber Co., Sebring, Ohio. Civic activities in connection with youth.

Mt. Gilead Lumber Co., Mt. Gilead, Ohio. Assistance to various civic and service organizations with their programs.

W. F. & J. F. Barnes Lumber Co., Waco, Texas. Birthday greeting booklet.

Western Housing & Lumber Co., Colorado City, Texas. Civic services and donations of materials.

Alamo Lumber Co., Bay City, Texas. Poll tax advertisements and Red Cross drive.

Olshan Demolishing Co., Houston, Texas. Civic organization activity, flowers to customers on special occasions, donation of materials.

The Trade-Well Co., Antigo, Wisconsin. Invites public to use company radio time for announcements of sales, rent, lost-and-found, club meetings, etc.

Revise Manual on Concrete Standards

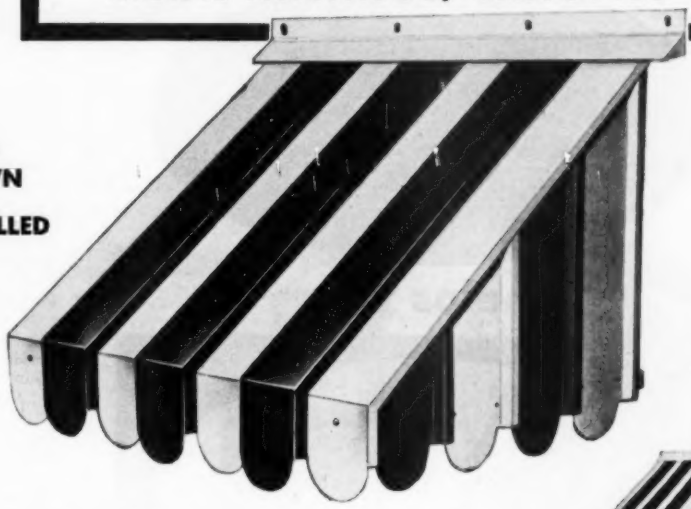
The American Concrete Institute has completely revised its "Manual of Standard Practice for Detailing Reinforced Concrete Structures." Available at $3 a copy from the Institute, at 18263 W. McNichols Rd., Detroit 19, the new manual includes A-305 deformed reinforcing bars, the higher bond values permitted by the 1951 ACI Building Code, other changes to conform to the ACI code, and editorial changes for greater clarity.

This ACI manual is designed to save time in reinforced concrete detailing, to reduce confusion and errors in specifying, fabricating and placing reinforcement in building forms and placing concrete. In the engineering school it is an important aid in bridging the gap between theory and practice. Twenty-one typical engineering and placing drawings for various types of structures illustrate the use of the standards and methods described in the manual. A short discussion of the important points accompanies each drawing. The large format, wire-bound to lie flat, makes the manual easy to use at desk or drafting board.

NEW HIT!.. Leigh "ARISTOCRAT"

METAL AWNINGS, CANOPIES

- LOW PRICED
- PRE-PACKAGED KNOCKED-DOWN
- QUICKLY INSTALLED
- WEATHER DEFYING



STYLE 1-A

STYLE 2-A

STYLE 3-C

Here's the sure, easy way to cash in on the increasing popularity of all-metal awnings and canopies. The beautiful new Leigh "Aristocrat" line consists of complete units prepacked knocked-down . . . require no special installers . . . can be put up by anyone in minutes. Only 6 standard stock sizes required to fit most windows and doors. Note these customers pleasing features: (1) Rugged steel construction withstands wind, snow, icicles. Will not rattle. (2) Steel is zinc coated and bonderized then finished with zinc chromate primer and baked enamel. (3) Colors are white with alternate blue, green or tile red stripes. Immediate shipment on standard sizes. Special sizes also available.

● *Send for complete new 4-color Catalog-52-L of Leigh interior and exterior metal building supplies.*

Leigh BUILDING PRODUCTS

LEIGH BUILDING PRODUCTS, Division
AIR CONTROL PRODUCTS, INC.
COOPERSVILLE, LEIGH AVENUE, MICHIGAN

ATTIC AND ROOF VENTILATORS

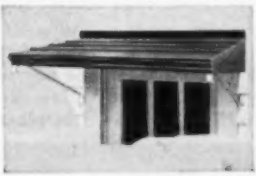
Essential for insulated homes. Attics kept dry in winter, cool in summer. Top quality, low cost.

PACKAGE RECEIVERS

A convenient sanitary receiver for milk and packages. Embossed doors heavily insulated, smartly styled.

RECESSED SHOE RACK

Neat, handy, dust-free shoe storage. Takes no closet space. Heavy gauge treated steel.



ONE PIECE DOOR CANOPY

High quality. One piece construction of heavy gauge steel. No assembly problem. Blue, Green and Tile Red.

a growing PAINE

helps you

SPEED CONSTRUCTION, CUT COSTS!

Your continued demand for more and more Paine products was a clear call for us to expand. So, in our fortieth year in business, we built a big new plant at Addison, Illinois, just west of Chicago. This enables us to match your orders for Paine hanging and fastening devices, and still maintain that famous Paine quality.

Paine expansion Screw Anchors will hold in any solid material. They are stamped with the bolt or screw size and thread, have a convenient arrow indicating the hole end. A setting tool in each box makes fast installation easy.

For the holes, use a time-saving Paine "Sudden Depth" Drill.

THE PAINE COMPANY, 7 Westgate Road, Addison, Illinois

the best craftsmen always take PAINE'S

Spring Wing Toggle Bolts
Expansion Anchors
"Sudden Depth" Drills
Wood Screw Anchors
Conduit Clamps
Pipe Hooks and Straps
Hanger Iron, perforated
Expansion Shells
Star Drills
Malleable Shields
Special Hanging and Fastening Devices

INDUSTRY BRIEFS

Charles Munger, Jr., has been named factory sales representative for **Long-Bell Lumber Co.'s** eastern seaboard territory, replacing Deane W. Allen, who has resigned. The announcement was made by Long-Bell vice president and general sales manager E. H. Houston. Munger has specialized in millwork and other products of the firm's west coast factories. His headquarters was the Kansas City sales offices.

* * * * *

A sales meeting to demonstrate various products of **Hachmeister-Inc.** was held recently in the offices of the United Distributors, Inc., Cambridge, Mass. Charles O'Toole, Hachmeister district manager introduced the firm's newest product, Vinylflex plastic floor tile.

* * * * *

Norman V. Murtha has been named president of the recently-organized **Coronet Paint Mfg. Corp.,** Brooklyn, N.Y. The new firm's line is now in full production under the trade name "Kingpin Architectural Whites," it was reported.

* * * * *

William S. Goodfellow has been appointed general sales manager of the **Rheem Mfg. Co.,** C. V. Coons, vice president in charge of sales, has announced. Goodfellow, who has been with Rheem 17 years in both container and appliance sales, will make his headquarters in New York City.

* * * * *

A. L. Veverka has been named sales promotion and advertising manager of **Follansbee Steel Corp.** In his 26 years with the firm, Veverka has worked in the promotion of terne roofing. He will continue as editor of "Terne Topics," a paper published for sheet metal contractors.

* * * * *

Appointment of **Jack D. Lee** as supervisor of sales training for household refrigeration for **Westinghouse Electric Corp.'s** electric appliance division has been announced by J. R. Clemens, division advertising manager. Lee joined the division as a merchandising trainee in 1948.

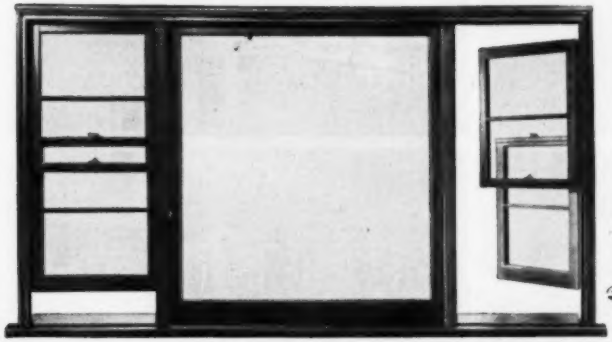
* * * * *

The election of **James J. Slattery** of Chicago as vice president and his appointment as general sales manager of **General Electric Appliances, Inc.,** has been announced by P. A. Tilley, president. Slattery, a former merchandise executive for Montgomery Ward & Co., Chicago; L. Bamburger & Co., Newark, N.J.; and John Wanamaker & Co. and R. H. Macy & Co., New York City, will have his headquarters in Bridgeport.

IN-SWINGING Etling WINDOWS SAVE BUILDING COSTS

It costs you less to install Etling Windows. Here's all you do: Simply remove carton, square in rough opening and nail to studs. No sawing, planing, glazing or priming. The Etling Window is a completely packaged unit, designed to save your time and labor. Packed in reinforced cartons and crates. No marks or dirt . . . thoroughly clean and smooth for quick installation.

"Fastest Installation I ever made"



PRECISION BUILT

A Complete Packaged Unit

ADJUSTABLE FRAME

The only fully adjustable window. Four screws on hinged side of window jamb are easily tightened or loosened to assure proper fit of frame and sash.

OVERHEAD BALANCES

Famous Caldwell clock-spring sash balances with Roebling steel cables for quiet, faultless operation.

EXCLUSIVE TAB FEATURES

Opening and locking device assures effortless fingertip operation. Pressure on thumbtab releases sash for in-swing. Both sash lock automatically when returned to normal position.

GLAZING

Glass is imbedded in non-drying compound, secured by Redwood moulding. No putty to dry out, crumble. Far superior to ordinary glazing methods.

CONTINUOUS HINGES

Full length hinges on left interlock in tubular fashion, forming the bearing for the in-swing feature. Both sash may travel full distance of frame in conventional double-hung manner.

COLORLESS PRIMING

Primed with transparent water-repellent before assembly. Resists weathering during normal construction period.

BOTH SIDES CLEANED FROM INSIDE

Washing Etling Windows is quick and easy. No sitting on sills or climbing ladders. Merely press a tab and the entire sash swings in within easy reach. Both sash glide up and down in any position.

©TM Property Weather-Seal, Inc.

THE Etling WINDOW

BARBERTON, OHIO

SEND FOR ILLUSTRATED CATALOG

ETLING WINDOW
Dept. AB-6
Barberton, O.

Please send me complete information about the Etling Window.

Name _____

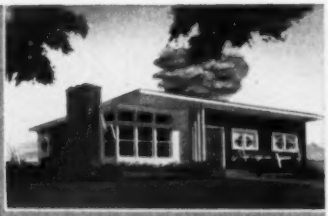
Street _____

City & State _____

10 Outstanding Homes

1

DESIGN NO.
4144



Four rooms—one story
785 Square Feet
Dimensions: 36'-0" x 23'-10"

2

DESIGN NO.
5127

Five rooms — one story
872 Square Feet
Dimensions: 36'-4" x 24'-0"

3

DESIGN NO.
M-9

Four rooms—one story
678 Square Feet
Dimensions: 30'-0" x 24'-0"

4

DESIGN NO.
5134

Five rooms — one story
938 Square Feet
Dimensions: 34'-8" x 30'-4"

7

DESIGN NO.
5130

Five rooms — one story
988 Square Feet
Dimensions: 41'-0" x 28'-4"

8

DESIGN NO.
41-A

Four rooms—one story
621 Square Feet
Dimensions: 28'-8" x 21'-8"

Weyerhaeuser 4-Square

...helped to sell more

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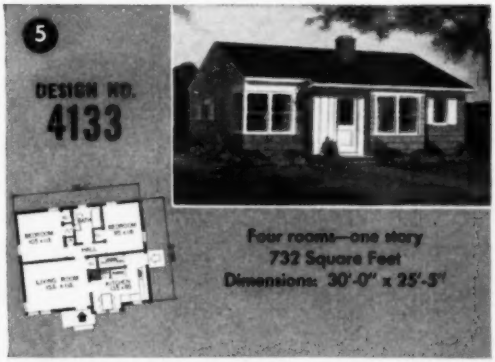
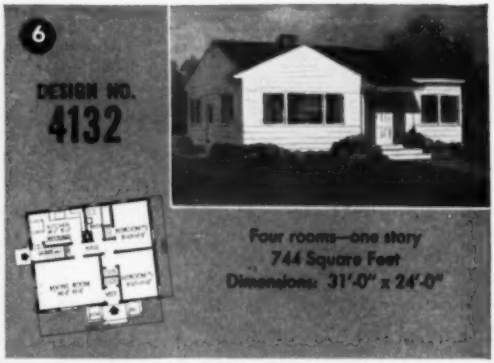
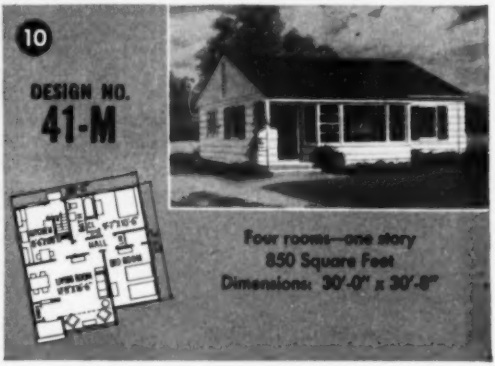
Saint Paul 1, Minnesota







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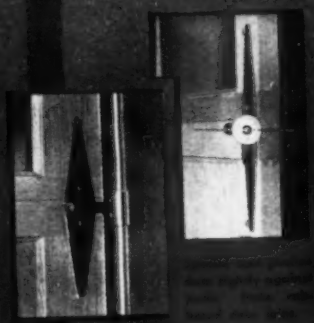
A PICTURE OF SATISFACTION...



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